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DETROIT

A National Newspaper for Every Branch of the Industry

Automotive Daily News

★CARS★ SHOP EQUIPMENT TRUCKS ★★AVIATION★★ PARTS ACCESSORIES ★TIRES★

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Detroit Parts Makers Feel Stimulating Effect of Ford Orders; Adding to Pay Rolls

Employment Being Speeded Up in Many Plants to Supply Car Manufacturers; Body Plants Busy

Detroit, June 1.—The parts and accessory branch of the industry in this district is showing some bright spots, although the general level is low compared with previous years.

One of the companies which is going great guns at the present writing is the Briggs Manufacturing Company, which is supplying bodies and other material to the Ford organization. At the present time, it has been announced, Briggs has 13,000 men on its pay rolls, the largest number in more than a year and a half. While Ford orders are largely responsible for this condition, Briggs also supplies material to the Chrysler units, which is helping to swell the pay rolls.

The Murray Corporation is getting a considerable volume of Ford releases and this organization is now employing in the neighborhood of 6,000 men, who are getting between five and six days' work a week.

The Kelsey Hayes Wheel Company has added materially to its pay roll and some departments have three shifts working the full twenty-four hours a day.

The Bower Roller Bearing Company recently reported that it was operating on a full capacity schedule.

Various other companies here are beginning to feel the effect of Ford releases. Employment in the Detroit district undoubtedly is up somewhat from previous reports, put it is not at anywhere near normal levels.

CHEMISTS OPEN SESSIONS TODAY AT ABSECON, N. J.

Atlantic City, June 1.—The sixtieth annual meeting of the Manufacturing Chemists' Association of the United States will be held tomorrow and Friday at the Seaview Golf Club, Absecon, N. J.

There wil be an informal union dinner at 7.30 p. m., Thursday, which will be held jointly by the Manufacturing Chemists Association and the Synthetic Organic Chemical Manufacturers' Association. Dr. T. S. Adams, who is an authority on currency taxation and public debt, will address the meeting.

In addition to the regular program ample entertainment features have been arranged, including an outing, golf, tennis and swimming.

The program, starting at 10 a. m., Thursday, follows:

Introductory statement, President Lammot du Pont.

"Summary of Year's Work for 1932," Chairman W. D. Huntington.

"Tariff and the Chemical Industry," H. L. Derby, president of the Kalbfleisch Corporation.

"Consolidation of Chemical Efforts," E. M. Allen, president of Mathieson Alkali Works.

"The 1933 Program of the M. C. A.," Charles Belknap, president of Merrimac Chemical Co.

"A Message of the Banker to the Industrialist," T. Raymond Pierce, vice-president First National Old Colony Corporation.

Open forum.

OKLAHOMA MOTOR CARRIERS FORMING NEW ORGANIZATION

Oklahoma City, Okla., June 1 (UTPS).—The board of directors of the newly reorganized Associated Motor Carriers of Oklahoma, Inc., is at work now getting the new organization in form to launch a comprehensive program for improvement and development of the entire motor carrier industry in Oklahoma.

Under the leadership of Moss Patterson, president of the Oklahoma Transportation Company, and president of the combined motor carrier organization, the executive committee and board of directors are at work considering prospects for the position of secretary and clearing up details on financing and for a central association office.

The new organization has four divisions, one representing Class A bus operators, another Class A truck operators, a third the Class B truck operators and a fourth representing the Class C or associated industry operators.

The executive committee is composed of Patterson and the four vice-presidents, each of whom heads a division. These are B. H. Clanton of Clanton Transportation Company for Class A bus; R. J. Hickox of Yellow Transit Company for Class A truck; W. W. Warren of the O. K. Transfer and Storage Company for Class B truck, and Jack Mon-

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SEE 4% DECREASE IN CARS ON ROADS DURING THIS YEAR

Washington, June 1.—The average number of automotive vehicles in use during 1932 will probably decrease approximately one million or more than 4 per cent., as compared to 1931, according to a report compiled by the volunteer committee on petroleum economics of the Federal Oil Conservation Board. The survey has just been issued by Secretary Wilbur of the Department of the Interior in his capacity as chairman of the board.

Certain levels of motor oil and crude oil production and stocks are suggested as a means of conservational and economic operation of the industry. It is estimated that the total demand for motor fuel will be 337,000,000 barrels for the nine-month period, of which the domestic demand is estimated at 307,500,000 barrels and the export demand at 29,500,000 barrels. The indicated decrease in domestic de-

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DE LISSER JOINS N. Y. DODGE ORGANIZATION

New York, June 1.—William L. Colt, president of Dodge Motors of New York, today announced the appointment of DeLisser Motors, Inc., as a member of the metropolitan Dodge and Plymouth sales organization.

The DeLisser dealership has its headquarters and showroom at 3d Avenue and 93d Street in this city. It occupies a building erected in 1929 with 30,000 square feet of floor space and its equipment is unusually complete. The DeLisser organization has been one of the outstanding Ford dealerships in the New York territory.

Tentative June Output Schedule Set for 210,000 Vehicle Units

This Would Surpass Any Month Since July, 1931; Production Trend Abnormal; Ford Just Getting Into Stride

Detroit, June 1.—A definitely obvious undercurrent of uncertainty here as to what the month of June is likely to produce has made it difficult to obtain any accurate estimate of production for this period. Manufacturers are holding production directly in line with demand and tentative schedules set now for June may easily swing 10,000 units in certain cases either way. From the tentative schedules given Automotive Daily News in confidence, June production should run to about 210,000 vehicle units.

This would be the biggest monthly extension since July, 1931, when the output totaled 222,710 vehicles. The total production in June, 1931, was 257,475 vehicle units. There does not seem to be the slightest chance of surpassing that figure this year.

Production trends this year are entirely abnormal. Usually vehicle output peaks in April or May and then tapers off during the remaining months. With most companies this phenomenon will be in evidence this year as usual, but the Ford Motor Company is just getting into a real production stride on its new models and the increases by this company, which has a considerable backlog of orders on hand, will more than offset the normal decreases shown by other manufacturers.

In May the Ford output probably reached 75,000 vehicle units, which was higher than had been anticipated. The company had the usual difficulties in ironing out various problems, but once the car was definitely decided upon, production increased more rapidly than had been hoped. Tentative Ford schedules call for around 110,000 units to come off the assembly lines in June. With the progress that has been made the plants can undoubtedly reach this total and will unless some unforeseen condition curtails sales. Ford, like all the other manufacturers, is watching sales with an eagle eye, but the backlog of orders piled up for the new eight and four should enable this company to run at high

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MAIL ORDER TRADE CAUSES CONFLICT IN TIRE INDUSTRY

Akron, O., June 1.—An interdivisional conflict with several sinister angles, including a bitter price war as well as charges of unfair selling practices, has split the tire industry here into two opposing camps.

A number of tire manufacturers who enjoy large contracts with Chicago mail order firms are charged by other members of the industry with possible violation of the Clayton anti-trust law. Those who make the tires which the mail order houses sell directly to customers at low prices have been selling the Chicago firms, it is alleged, on a cost plus basis, 25 to 40 per cent. below prices charged to their dealers.

The claim is advanced that mail order contracts have cost the industry many millions of dollars during the past few years, through what is termed "demoralizing competition."

Oddly enough, practically all manufacturers here have just been compelled to make another downward revision of some 10 per cent. in prices for third-line tires, including

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A. D. N. Offers Dealers $100 for Letter; Prize Contest Gives Chance to Earn Money

This Newspaper Will Pay $100 for Best Letter of Month, $5 for Best Letter Each Day. Read Offer Below

Automobile dealers are in the midst of one of the most difficult periods that they ever have faced. Alfred Reeves in a recent issue of bankers' magazine expressed the belief that there would be fewer dealers in 1933, but that those who remained would be better dealers and would benefit by the reduction of the number of retail merchants in our field.

In spite of the abnormally hard conditions existing in 1932, some dealers in this country are doing an excellent job. Some of them actually are exceeding the business done last year, though general automobile sales are running 50 per cent. behind the levels of 1931.

There must be a reason behind the success that these dealers are having in a year of grinding depression. Automotive Daily News wants to present the stories of why and how these successful dealers have done the job. It is, therefore, inaugurating a PRIZE CONTEST of comprehensive appeal. Read the rules of this contest and send in your entry.

Automotive Daily News offers a monthly prize of $100 for the best letter from any dealer who is exceeding in 1932 the business he did in 1931. The letter must tell how the dealer has managed to achieve his success so far this year. At the end of the month our check for $100 will be forwarded to the dealer whose letter has been adjudged the best one received.

Furthermore, Automotive Daily News will publish every day the best letter received that day and will pay the dealer writing it $5.

Get busy, you dealers who are grabbing success out of depression. Pass on your recipe to your fellows and make money out of doing it.

N. Y. STATE A. A. PLANS TO FIGHT AGAINST "TRAPS"

Albany, N. Y., June 1.—Alexander Park, president of the New York State Automobile Association, has announced that special studies will be made this year of any communities which attempt to operate speed traps, and especially of those villages which may use automatic signal lights for purposes of revenue rather than safety.

La Monte V. Simpkins of Kingston has been appointed chairman and Ralph C. Smith of Ithaca vice-chairman of the special committee on speed traps and other injustices to the motorists. This committee will report any situations that seem to be irregular to the board of directors of the New York State Automobile Association.

The Automobile Clubs have no objections to enforcement of the law governing motorists at intersections controlled by automatic traffic signals, provided such enforcement

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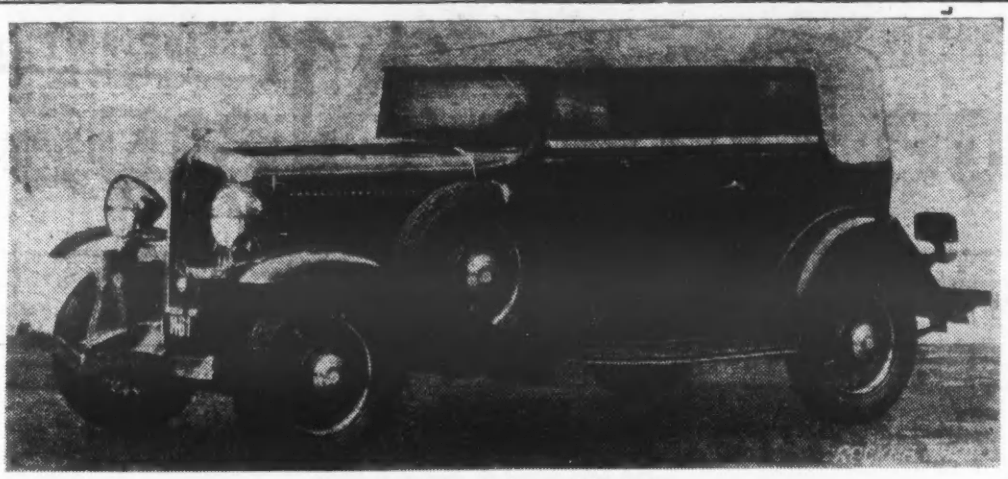

NEW ROCKNE 65 Convertible Sedan

BUS LINES SEEK TOURIST TRADE

Seattle, Wash., June 1.—Leading motor bus operators in this state report May business as below April, which is contrary to expectations. However, service is being maintained at full schedule and with weather conditions now apparently improving, increase in travel and tourist business is expected this month.

North Coast Lines, operating throughout Western Washington, are maintaining special rates between Seattle and Portland, the round trip cost being $3.50, with the distance over 400 miles. Thus this is going the one cent per mile special excursions of the railroads just one better. Business fair, reports W. Somers, traffic manager.

The Washington Motor Coach System is getting ready to start service on the new highway, Seattle to Yakima, a distance of 165 miles. This is the Naches Pass highway, noted for its scenery. One round trip daily is the opening schedule, this to be increased if travel demands are sufficient.

TEXAS TURNS DOWN ALL INSURANCE INCREASES

Austin, Tex., June 1.—Proposed rate changes in automobile fire, theft and liability insurance have been disallowed by the Texas Board of Insurance Commissioners and June 1 has been set as the date for hearing revised schedules. The board stated that it did not regard the proposed rates as fair, just or reasonable in the light of present conditions.

Increases of approximately 59 per cent. on public liability rates on commercial automobiles and an increase of approximately 29 per cent. in liability rates on private passenger automobiles were among the requested increases. An average statewide increase of 40 per cent. in the automobile fire insurance rates had been requested. Recommendations made to the board would have reduced the automobile fire rates in Dallas, El Paso, Fort Worth, Houston and San Antonio approximately 45 per cent., based on a loss ratio of 27.5 per cent.

WHITE MOTOR OFFERS HEAVY DUTY TRACTOR

Cleveland, June 1.—The White Motor Company is introducing a new six-cylinder super heavy duty tractor, with a maximum allowable gross weight of 32,000 pounds on the tractor, and a permissible total gross weight for complete trailer train of 65,000 pounds. It is powered with a 580-cubic inch engine and has five-speed transmission.

CANADIAN FINANCING IN APRIL DECREASES

Ottawa, June 1.—Total number of cars financed in Canada in April was 7,205, against 7,935 in March and 14,533 in April, 1931. The new cars financed in April were 2,393, against 1,631 in March and 5,584 in April, 1931.

NEW SERVICE STATION

Bloomfield, N. J., June 1.—The Bentley & Conover service station at the corner of Bay Avenue and Broad Street will open an accessory store tomorrow in conjunction with its present gasoline, oil and lubrication facilities.

HEADS FIRESTONE DISTRICT

Richmond, Va., June 1 (UTPS).—Frank C. Campbell, formerly in the Eastern division offices of the truck and bus division of the Firestone Tire and Rubber Company, has just been made district manager, with headquarters in Richmond.

1931 GAS TAX COLLECTIONS SET NEW HIGH MARK

New York, June 1.—American motorists in 1931 paid an all-time record total in state gasoline taxes, $536,397,458 net.

Reports compiled by the United States Bureau of Public Roads show this to be an increase of $42,532,341 over the tax of $493,865,117 paid in 1930, a gain made despite a reduction of 731,178 in the number of vehicles registered. The payment brought the total to $2,501,544,522 paid by motorists, ostensibly for the support of roads, through the medium of state gasoline taxes, since their inception in Oregon in 1919.

Gross gasoline tax collections in 931 totalled $569,809,522, an increase of $64,750,896 over the 1930 gross, but this amount was reduced by the necessity of paying back to some consumers another record total in refund claims, $33,391,774. Refund claims in 1931 exceeded the 1930 total of $29,106,871 by $4,284,903, reflecting the reaction of consumers to high tax rates and the economic urge to avoid payment whenever possible. The effect of higher rates was reflected also in costs of collection and administration, which rose $1,105,130, or nearly 100 per cent., to a new peak of $2,117,317.

Diversion of gasoline tax revenue from the support of highways continued its upward trend, 1931 diversions amounting to $38,892,625, or some $11,513,639 more than the $27,378,986 diverted in 1930. Of this sum, however, $19,449,888 went into city streets, representing an increased expenditure for this purpose of $7,606,958. The amount diverted to "other than highway purposes" totaled $19,442,757, as compared with the sum of $15,536,056 in 1930, a gain of $3,906,701. Some $12,904,407 was expended upon schools in several states. Maryland used $75,000 for oyster propagation. Oklahoma spent $1,000,000 upon relief of the destitute, and $928,570 more for free distribution of seed. Louisiana used $1,879,556 for port and dock board expenses, New Jersey allocated $90,000 to waterways, and Mississippi spent $127,172 upon sea walls.

California again made the largest net collection among the states, $39,863,637. Ohio was second, New York third and Texas fourth. The weighted average tax rate rose to 3.48 cents per gallon, against 3.35 cents in 1930, 3.22 cents in 1929, and 3.00 cents in 1928. Actually, tax rates of the states ranged from 2 cents to 7 cents per gallon, and of counties and communities from ½ cent to 3 cents per gallon.

Owners of 1,500,000 Business Vehicles Will Get the Issue of June 30

Fleet owners having 10 or more vehicles, 25,000 names, will receive the truck issue June 30th. Only Automotive Daily News can provide such wide extra distribution at no additional cost to the advertiser.

If you want to reach not only those owners but all exclusive truck dealers, important bus operators, 8,000 passenger car dealers and important factory officials, use that issue with a page at $350; half page at $175 or a quarter page at $87.50.

Forms close 2 days preceding publication.

Automotive Daily News

H. A. TARANTOUS, *Bus. Mgr.*, 350 HUDSON STREET, N. Y. C.
DETROIT OFFICE: Geo. M. Slocum, Manager
Fisher Building, Detroit, Mich.
WESTERN OFFICE: Willard R. Cotton, Manager
333 No. Michigan Ave., Chicago, Ill.

Classified Advertising

Classified Rates 5c Per Word

MALCO Windshield wiper wanted; new or second hand; will pay good price. CAMPBELL, 206 E. 44th St., New York City.

WANTED

WANTED—Portable shop partitions, large paint spray booth, metal stock bins and work benches. Must be cheap for cash. Box 299, Automotive Daily News, 350 Hudson St., New York City.

SPARKS from DETROIT

Ford Pays to Talk

* * *

Frank Webb Honored

* * *

Vanity and Sales

* * *

We Look to "Ket"

Chris Sinsabaugh—Detroit Editor

IT is something out of the ordinary for Henry Ford to pay for newspaper space to air his views on the unemployment situation, but that's just what the sage of Dearborn is doing right now. Reminds me of the newspaper legend that when a dog bites a man it's not worth mentioning, but when a man bites a dog, THAT'S NEWS.

Ford plans a series of three advertisements, the first of which was published Monday morning, a discussion of his views on unemployment. Today another appears on self-help and the third is to be on charity. It is declared to be the Ford Motor Company's contribution to public welfare.

* * *

IN THE FIRST of the series, the company passes out the information that even when employment was at its lowest ebb in Dearborn there were 40,000 on the pay roll. In this connection it is interesting to read Mr. Ford's views that:

"I don't believe in 'made work'—the public pays for all unnecessary work—but there are times when the plight of others compels us to do the human thing, even though it be but a makeshift; and I am obliged to admit that.

"Like most manufacturers, we avoided lay-offs by continuing work that good business judgment would have halted. All of our non-profit work was continued in full force and much of the shop work. There are always tens of thousands employed—the lowest point at Dearborn was 40,000—but there always were thousands unemployed or so meagerly employed that the situation was far from desirable."

* * *

THE COLUMN being the minutes book of the Paul Pry Association, it is but fitting that we record herewith that Brother Frank Webb has been signally honored. Our co-previewer is one of the five who wrote "The Legion Marches" in the Detroit Free Press, which has been awarded a prize of $1,000 by the advisory board of the Pulitzer School of Journalism for the best newspaper story of the year in which press time was a most important factor.

Brother Webb, most every one in the industry knows, is automobile editor of the Free Press, but he displays his versatility by being able to swing from free wheeling, automatic clutches and shatterproof glass to "cover" something as big as an American Legion convention and win national recognition in doing it.

* * *

FOR THE BENEFIT of dealers everywhere, I am passing along to them a tip handed out by Roy Peed, general sales manager of De Soto, when he addressed the Detroit Adcraft Club.

Roy was talking on advertising and analyzing the big part vanity plays in effecting sales of automobiles. To stress his point he told of the discovery he made recently when talking to a De Soto dealer. That retailer remarked to Roy what a strange thing it was that when he put a car at a certain point on the salesroom floor that car was quickly sold, whereas, located elsewhere in the salesroom, that automobile seemed to attract no attention.

* * *

WHEREUPON ROY did a little Sherlock Holmesing. He studied the layout and found that at the favored spot there were several big mirrors. At once he hit on the solution.

"There is a bit of vanity in every one's make-up," he told the dealer. "Your prospect gets behind the wheel of the car and he can see for himself just how he is going to look to others when driving that car. That sells him, just as it does the woman buying a new hat. All her friends may assure her it looks swell, but not until she sees for herself does she make the purchase. I'd advise dealers to give a thought to the effectiveness of mirrors in their salesrooms."

* * *

YOU ALWAYS can depend on Charles F. Kettering to say something interesting when he delivers a talk, so we are looking forward to next week when the National Association of Purchasing Agents holds its seventeenth annual convention in Detroit. The president of the General Motors Research Corporation is listed to speak on "Relation of Research to Planning." "Economic Planning" is the theme of the convention, which begins Monday at the Book-Cadillac and lasts five days.

Retail Salesmen—This Is Your Page

This department is devoted to the interests of the retail sales division of the industry. Salesmen, this is your department. Automotive Daily News wants you to get something from this department that will help you in your work on the firing line. It wants you to pass on your own experiences, successes, failures to help your brother salesmen. Send in your story in the form of a letter, or even a postal card, and let us get it ready for publication. Your achievement or your mistake may help another salesman to make sales or avoid errors that cost you commissions.

Dealers read this page. Give us the benefit of your reactions on these problems that affect the work of your salesmen, the men on the firing line, the men who bring home the bacon or don't.

KEEP YOUR SALES TOOLS SHARP

One of the leading sales executives of the automotive industry, a man who started in the automobile business as a retail salesman, recently remarked that "a man who tries to sell automobiles without the proper tools, properly conditioned all the time, is like a carpenter who is trying to build a house with a hammer and a package of tacks as his only weapons."

This executive, on being pressed, went into greater detail: "As the first and most important sales tool in the automobile salesman's kit, I would place the prospect list. In this I include not only the list of new prospects but, even more important, the list of owners who have purchased cars from your company. The list of these latter ought to show just when the purchase was made, what car was traded in and how much allowance was made on the exchange rig.

"Almost every dealership worth the name has a prospect file of its own. This lists all the new suspects and the owners who have purchased cars from the concern. The cards show the condition of any negotiations that may have been entered into between prospects and salesmen. It gives the complete data on customers and their cars, telling when, how and why they bought and by whom the sale was made.

"This dealership prospect list is good as far as it goes, and in many cases it goes a long way. The intelligent and progressive dealer knows just how important is the prospect file, and he sees that his is in the best possible shape all the time.

"For instance, a good dealer prospect file will show that a certain prospective customer was followed for six weeks two years ago by Salesman A and then by Salesman B. but that in the end he bought another car. Obviously this former prospect is out of the market for a greater or less period, but he is not removed from the list. Not on your life; he is merely classed as a deferred prospect. In due course he comes back into the active file and is given to some salesman who seems to have the equipment to sell him away from his other choice and back to the dealership's own car.

"But I do not believe that the really energetic salesman will be content with the dealership's prospect file. He will want to form one of his own. It is possible today to get a small card file for very little money. My own idea is to separate this private prospect file into 'Immediate,' 'Pending' and 'Future.' I did that when I was a salesman and it worked well for me, but I do not want to seem to lay it down as a hard and fast rule, because there might easily be an arrangement that would be better for some other individual.

"In the Immediate file I kept all names of prospects who were actually in the market for new cars and acknowledged it. Those were the people whom I was contacting for immediate sales. In the Pending file I kept names of people who would be in the market a little later on, next spring or in the fall or whatever the next season happened to be. In the Future file I kept the names of people who would eventually have to buy cars and these 'suspects' I contacted casually when I happened to have spare time. A telephone call, for instance, when I had my day on the showroom floor.

"Always I made a note of what happened on every contact I made. For this purpose I carried with me a small pocket size notebook, making notes of conditions as I found them on each contact. At night when I came home I always transferred my notes made during the day to my filing system.

"Individual salesmen will find sources for prospect lists according to the cars they are selling and also according to their individual temperaments. When I was selling cars for a dealership in the fashionable suburb of an Eastern city, I had a good lesson in not neglecting any possible source.

"The car that I was selling was in the lowest price bracket. Most of the buyers were in the lowest price income bracket or among people with fair middle class incomes, who had a bit of Scotch in their make-ups and liked to economize on their transportation units.

"There was a club within five or six miles of our headquarters that was the very acme of swankiness. The initiation fee was supposed to be two or three thousand dollars and the membership was confined to men who had or made millionaire's incomes. It used to be a sort of office joke with us to say: 'I'm going out to the Billionaire Club and sell a few dozen rigs.' It never went further than a joke. We steered clear of that bunch with our little fellow. Didn't want to waste time.

"Well, one spring it just happened that I got hold of a copy of the club book of this swanky club, with a list of members in the back. It was a social register for the county, believe me.

"It happened also that just at this time our people in Detroit let us know that they were bringing out a new station wagon. We had advance pictures of it and the rig was as smart as it was cheap. This was in the early days of station wagons.

"Suddenly I had a rush of brains to the head. I got out my club list and put those millionaires on my 'immediate' prospect file. I didn't say a word to anybody at the office, but I started after those big bugs hot-foot.

"Do you know, I sold fifteen station wagons that year in that club that was supposed to be too high and mighty to look at our cheap job? When I saw that the idea had caught on, I got a list of all the golf and country clubs in our district and went after the members. I made a record that year for our zone, and it was only because I happened to catch the idea that even these wealthy men might like a small car as a sort of tender to their big fleets and that the station wagon was the newest thing for sport 'wear.' Incidentally, one member of the swanky club I have spoken of wanted to trade in a big car on one of our jobs. I finally found a buyer for this, so that I was able to make what amounted to a 'clean sale' on the transaction.

"The point I want to make is that the energetic salesman will have his own private prospect file and will not turn up his nose at sources for leads. If I were a retail salesman today I would have the members of every golf and country club in my territory on my list, regardless of the type and price of car I happened to be selling."

DALLAS DEALER TAKES ON LINCOLN AND FORD

Dallas, Tex., June 1.—Quality Motors, Inc., 4027 Oak Lawn Ave., have just been appointed Lincoln sales and service dealers and Ford service headquarters for Oak Lawn, Highland Park and University Park, it was announced today by Harry J. Burkett, manager of the Dallas Ford branch.

Lincoln operations will be for the Dallas metropolitan area, North and East Texas and Grayson to Panola county, and south, including Bell county.

Officers of the new dealership are T. R. Jones, president, and King Duggan, vice-president. Mr. Jones and his associates also operate the Duggan-Bishop Company, Inc., Ford dealers at Zang and Colorado, Oak Cliff.

TAKES ON PIERCE-ARROW, STUDEBAKER IN BUFFALO

Buffalo, N. Y., June 1.—The Pierce-Arrow Buffalo Sales, Ins., has changed its corporate name to the Buffalo Pierce - Arrow - Studebaker Corporation, and will act as distributor for western New York and northsrn Pennsylvania of Pierce-Arrow and Studebaker motor cars.

FIRM TO CHANGE HANDS

Oakland, Cal., June 1 (UTPS).—The H. O. Harrison Company, Ltd., Chrysler-Plymouth dealer, will assign its stock and equipment at its 3020 Broadway, Oakland, location, and at its 1911 San Pablo Ave., Berkeley, location, to the B. H. Rogers Company.

HOLDS UNIQUE SALES MEETING

Executives of the Pontiac retail stores in New York city, a unit of the Buick-Olds-Pontiac Sales Company, chose a very novel way of explaining a closer alliance between the sales and service departments.

To adequately illustrate to the new and used car salesmen of the retail stores, the functioning of the service department on lubrication work, A. C. Tiedemann, Jr., general manager of the Pontiac New York retail stores, summoned the entire group of salesmen to the service station to witness a practical demonstration of lubrication work. This was done to thoroughly acquaint the salesmen with the procedure and to make them better qualified to explain this important service function to Pontiac owners and prospects.

Following this demonstration, the entire group were guests at a dinner at the Hotel Empire, at which time Mr. Tiedemann explained this new sales and service plan and rendered an inspiring and forceful discourse on sales efforts. The method of presentation of this new sales and service policy to prospects, was outlined by M. H. Yager, sales manager of the Broadway retail store.

William Crosley, assistant zone manager in charge of Pontiac for the Buick-Olds-Pontiac Sales Company, addressed the gathering and told of the efforts of Mr. Grant, vice-president of General Motors in charge of sales and vice-president of the Buick-Olds-Pontiac Sales Company, in the formation of this newly organized sales unit. Mr. Crosley disclosed that this new unit was entirely organized in the period of about one month after the conception of the idea. He advised that the speed and thoroughness with which Mr. Grant accomplished the formation of this new company was illustrative of Mr. Grant in his activities with General Motors.

Other Pontiac officials on the dais were M. C. Thompson, city sales manager, W. E. Johnston, used car manager, Harry Howder, sales manager for Long Island City's retail store, David W. Shilling, sales manager for Bronx retail stores and John Bach, service manager.

USED CAR PAGE IN ST. LOUIS IS AID TO DEALERS

St. Louis, June 1.—In a drive to relieve the used car situation of this city, the St. Louis Times, a daily newspaper, has inaugurated a weekly used car page in which full publicity to dealers stressing bargains is given. The policy started last week and will continue every week.

News stories and pictures of the cars are presented with features on the values offered by the dealers. The dealers' names are not mentioned but attention is called to the ads on the same page.

The feature of the page, however, is the one value described in detail with a picture of the car offered.

A reporter of the Times staff is assigned to take a full demonstration ride in the car to be featured and his story of the value, description of the car and performance is given in detail.

The car and dealer are not named, however, but the car described is advertised in the paper among the other values offered.

In this manner no particular dealer is favored and all receive the benefit of the story calling attention to the used car ads.

The idea of the used car page was started and is being held under the supervision of W. A. Frisbie, business manager, and Aaron Benesch, managing editor of The Times. Dealers co-operating with the plan have reported pleasing results in moving the stagnated stock of "trade-ins."

VAN NORMAN MACHINE TOOL ADDS SALESMEN

Springfield, Mass., June 1.—The Van Norman Machine Tool Company has recently added a number of men to its sales organization because of the addition of the new Van Norman Van-A-Loy cutters, the new improved Per-fect-o boring bar, and a new sales policy.

Jack Berry has been placed in the metropolitan New York territory, Phil Moulton in the Albany territory, George Dickinson in Chicago, Jack Holland in St. Louis, Cliff Garstang and Jack Adams in Denver, and two additional men, who work with the L. D. Tuttle Company, southern representatives for Van Norman, are being placed in the southern states.

Practically all Van Norman territories have been reduced in size in order that Van Norman representatives may give closer co-operation and more intensive missionary work to the jobbers.

C. J. HUFF MOTORS TAKES OVER DODGE SERVICE

Franklin, Pa., June 1.—Sales and service of Dodge and Plymouth cars in Franklin and vicinity have been taken over by the C. J. Huff Motors, with headquarters at 507 13th St. The firm of McMahon & McLane, Oil City, which formerly held the Dodge-Plymouth franchise for Franklin, has transferred its franchise for that vicinity to the Huff organization.

WARREN MOTOR CO. IN LARGER QUARTERS

Oil City, Pa., June 1.—The Warren Motor Company, Pierce-Arrow-Studebaker-Rockne dealership, has removed its sales and service facilities from 15 East 1st St. to larger and more commodious quarters at 208 East 2d St. The new quarters have been completely equipped with the latest type of machinery and equipment for service work.

BOYLE MOTOR COMPANY IN LARGER QUARTERS

Oil City, Pa., June 1.—The Boyle Motor Company, Hupmobile and Stewart Truck dealership, has removed to larger and more commodious quarters at 319 Seneca St., where modern facilities for sales and service have been installed.

GETS STATE CHARTER

Geneva, N. Y., June 1.—Russell-Hart Chevrolet, Inc., has been chartered with a capital of $25,000 to establish and operate a Chevrolet sales and service here. H. W. Fitch, Canandaigua, N. Y., represents the new concern.

Economy Test Wins Rockne Prospects

Mowry Motors, Inc., Fort Wayne Rockne dealer, has just completed a successful economy test which was inexpensive, and at the same time secured a number of good prospects.

More than fifty drivers, young and old, large and small, entered the contest, according to H. C. McVey of Mowry Motors. A special glass Zenith carburetor tester was mounted on the dash of the Rockne Six Sedan, and each driver, accompanied by an observer, made the test. He drove the specified route and his mileage was checked on the speedometer and entered in the contest. A bulletin board tallied the standings of the drivers each day.

"The idea, of course, was to keep the car in free wheeling as much as possible, and thus save on gasoline consumption," Mr. McVey said. "The winners' mileage was 38.5 per gallon, while several entrants registered mileage above thirty. The lowest mileage was twenty-six, while the average of all contestants was 31½ miles per gallon."

The picture above shows the awarding of first prize. Note the bulletin board in the showroom window.

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

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THURSDAY, JUNE 2, 1932

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The Month of June

AS we enter the half-way month of 1932, reports from the Detroit office of this newspaper show that our industry is entering this crucial period without any inflated hopes of sudden betterment. It is generally agreed that June will show both the highest production total and the highest volume of sales of any month this year, but levels will be so far below even 1931, which was no banner year, that the encouragement to be found is considerably tempered.

Leading executives in our industry have stated to representatives of this newspaper that until Congress adjourns and the presidential nominating conventions have given their findings to the world there is little hope of real improvement.

Surely, it is a sad state of affairs when a whole country looks at its national legislative body with just one hope—that it will adjourn and go home. The disgraceful performances that have been staged in Washington this year, when the country was in a tragic state of terror and uncertainty, have been enough to make every voter thoughtful.

The House and Senate alike have played fast and loose with human misery. Yet, in allotting blame we must always remember that the rank and file of legislators are "even as you and I." That their first thought is to get themselves re-elected must be acknowledged; they being merely selfish human beings. Though many of them are going to find that they have made complete mistakes in the methods they have used toward that laudable end. But wise legislation; brilliant solutions of problems, political and economic, invariably come, not from the rank and file, but from enlightened leadership. It is the man who can visualize and create methods and means of solving difficulties who invariably leads the rank and file, the jackass mediocrity, into paths of helpful legislation.

Unhappily, so far in our difficult period we have lacked any semblance of wise leadership. It may be that the presidential conventions will bring forth a real leader and will give the people of the country a constructive platform of legislation that will lead to the return of prosperity.

If the conventions offer the people no constructive platform of proposed legislation; if they present one of the usual politicians' brainstorms of meaningless wind, to be read one way in one section and another in a different part of the country; if they give them the choice of voting for one of two namby-pamby mediocrities, political war-horses with gigantic mouths and bird brains, then this depression must go through to its bitter end, dragging out a trail of misery and suffering such as this country never has known before.

And be assured that unless the people speak, the politicians will continue to dance the dance of St. Vitus, with lighted matches in their hands, on the edge of the powder magazine.

And June will tell the tale.

A Near Stock Triumph

FROM the utilitarian point of view, the 1932 revival of the annual Indianapolis 500-mile race was a triumph for the near stock car. Proponents of automobile racing used to claim that the speedway contests were a crucible in which design and construction were tried out for the "betterment of the breed."

If we grant this traditional claim, certainly the race last Monday was a conclusive tribute to the betterment that has been brought about in our stock models. In a grueling 500-mile race, in which only fourteen of forty starters finished, four near stock cars went through the long grind and one of them finished in third place. Another finished in fifth place and all of them made an astonishingly good showing.

Of course, the chassis which turned in these performances were not stock—the manufacturers would be the last to make such a claim. They were especially prepared for racing, but that a basically stock model can be "dolled up" to meet such a test is a great tribute to our stock models of today. We congratulate Studebaker and Hupmobile on the remarkable showing of their racing children.

In This Corner....

Opinions, suggestions, complaints, criticisms, grievances or what have you. Open to every one to say anything, anyhow, any time. The communications printed in this department represent the ideas and opinions of our readers. They are not necessarily ours. If you have something to say on any phase of automotive activity, wholesale, retail or abusive, let us hear from you and we will tell the world.

Engineers Get Panned for Hiding Serial Numbers

Automotive Daily News: In your issue of Friday, May 27, you say, "Have we any message for the engineer?" You bet we have. I am speaking for every automobile salesman, new and used; every sales manager, new and used, in the industry.

"For Heaven's sake, isn't it possible to put serial and engine numbers where we fellows can get them without ruining our clothes?" It isn't possible for us to get any of these numbers on a majority of the automobiles manufactured without getting filthy dirty, and as our business is operated today our office really demands double check on serial and engine numbers.

I think your splendid paper will be doing a positive favor to every retail man in America if you call this condition forcibly to the attention of the engineer group.

CARL MERKEL,
Sales Manager The Chas. Schiear Motor Car Co., Cincinnati, O.

*Not One Cent Was Paid For This Testimonial

***Automotive Daily News: As a reader of your paper for the past few months, I wish to congratulate you on behalf of your efforts to bring before your readers, dealers in particular, the latest in automotive facts.**

I have read a number of automotive magazines, etc., but grant to say never have I read a paper with so much valuable data for the dealer, or, in fact, the auto minded man. As a paper it is a great help, to my way of looking at it, in helping the auto dealer and the heads of its departments, in particular, its sales managers, whether they be new or used car managers. I honestly do not, or cannot, see how a dealer, regardless of size or make of car, could help but be a subscriber once he has read one of your issues.

Your paper not only will help him solve many of the problems that come before him, but also keeps him ahead of the times as your paper seems to be just a little ahead of all other news that one is able to purchase. But regret to state that you do not print as much as I would like to see in regard to the management of an efficient shop or automotive service.

Perhaps I am a bit greedy in my wishing to see such in your paper or perhaps it is no more than just natural on my part from the fact of my being in the service end of the auto field for so many years, as formerly, before joining Uncle Sam's Navy for aviation eleven months ago, I was in the auto field near on to twelve years and, as you put it, from the ground up: Helper, mechanic and then running a shop for some six years, Ford field exclusively, in the past six years holding positions of shop foreman and finally shop superintendent and service manager of a local San Francisco Ford dealer, and also a member of the S. F. Motor Car Dealer Association, service managers' division, and by my attending regular, know that your paper no doubt would increase 100 per cent. if only you would give a bit more to the service end, that is, as to modern helpful shop and service methods and as to giving these men in charge of departments your ideas as to bettering themselves and running the organization they are working for as efficient as humanly possible, for, believe it or not—as Ripley would put it—these heads of departments are an energetic lot of men and only too eager to grasp a worth-while thing pertaining to their work that would tend to help them solve the shop or service problems that confront them so often.

My first reading of your paper was in the latter part of January of this year, and I have been, as I consider, very fortunate to have been able to read each and every issue since then regularly. My reason for being so enthusiastic over your paper from the fact of soon hoping to go back into the automotive field through a necessity and, again, the field I crave to get back to, once out, and consider by my reading such will be a great benefit to me and, in turn, when the time comes consequently help the public in general who come to me with the automotive troubles, questions, etc.

L. A. FLEISCHER,
U. S. S. Saratoga.
Postmaster, Bremerton, Washington.
Air Department, 18th Division.

COMING EVENTS

JUNE

1- 3—**Tulsa, Okla.** American Petroleum Institute, mid-year meeting, Mayo Hotel.
8-11—**State College, Pa.** American Society of Mechanical Engineers, National Oil and Gas Meeting.
12-17—**White Sulphur Springs, W. Va.** Society of Automotive Engineers, summer meeting.
20-24—**Chicago, Ill.** Motor and Equipment Wholesalers Association, Edgewater Beach Hotel, summer conference.
20-24—**Atlantic City, N. J.** American Society for Testing Materials, annual meeting, Chalfonte-Haddon Hall.

JULY

3—**France.** Grand Prix Automobile Race.
5- 9—**Southampton, England.** Commercial Car Show.
9-16—**Belgium.** Grand Prix Automobile Race.
17—**Germany.** Grand Prix Automobile Race.
20-22—**Llandrindod, Wales.** Commercial Car Show.

OCTOBER

3- 7—**Washington, D. C.** National Safety Council, meeting.
3- 7—**Buffalo, N. Y.** National Metal Exposition, 174th Regiment Armory. W. H. Eisenman, 7016 Euclid Ave., Cleveland, director.
3- 7—**Buffalo, N. Y.** National Metal Congress. Sponsored by American Society for Steel Treating, with cooperation of American Society of Mechanical Engineers, Institute of Metals and Iron and Steel Divisions of American Institute of Mining and Metallurgical Engineers, American Welding Society, Wire Association.
13-22—**London, England.** Olympia Show.

ATLANTIC CITY SURVEYS CAR ELECTRICAL FIELD

Atlantic City, N. J., June 1.—The general survey committee of Atlantic City, which has been making a study of the occupational fields of employment in Atlantic City, has recently completed a study of the automobile electrical industry.

"The automobile electrical industry in Atlantic City is not affected by seasonable demands to as great a degree as are other fields of employment," the report states.

There are thirty automobile electric service stations in Atlantic City, with approximately 120 skilled workers employed.

LEAD OUTPUT DROPS

New York, June 1.—World lead production in April totaled 108,620 short tons, against 111,524 tons in March and 131,926 tons in April, 1931, according to the American Bureau of Metal Statistics. While April total output of lead for the world was down, the daily average for April rose to 3,621 tons from 3,698 tons in March. However, the average was below the figure for the first four months, 3,756 tons a day. United States output decreased.

ASBESTOS VOTES PLAN

Montreal, P. Q., June 1.—Bondholders of Asbestos Corporation today officially indorsed the company's reorganization plan at a meeting here. More than 90 per cent. of the first mortgage bondholders and 80 per cent. of the general mortgage bondholders voted in favor, with do dissenting votes registered, it was announced. Holders of the preferred and common stock approved the plan last month.

GREYHOUND LINES PLAN ADVERTISING TO BOOST BUSINESS

New York, June 1.—Appropriating one million dollars for advertising bus transportation in 1932, Greyhound Lines plan the most extensive advertising campaign through the newspapers during the coming summer months in its history. It is announced as the greatest amount ever set aside by Greyhound, or any other motor coach company, for advertising purposes, being nearly double the appropriation for 1931.

Of the total amount 75 per cent. will be spent with newspapers, 5 per cent. for radio, 15 per cent. in magazines and trade publications, while the remaining 5 per cent. will be spent for window posters and miscellaneous items.

John B. Walker, director of sales and advertising for Greyhound Lines, said newspapers have always been regarded by his company as the backbone for profitable advertising. He added:

"Newspapers have been used by Greyhound Lines since the start of operations and we are carrying more space in the larger list of newspapers during 1932 than ever before in our history.

"We find, after careful analysis and study of results from many types of advertising, that newspapers are our one best bet. We get quicker response and a greater response than through any medium we have ever used.

"This is no year to do business on a decreased advertising budget. Right now is when advertising will return its greatest dividends. Naturally you must have something to sell that people can afford and something that people really want. This, backed up by a judicious expenditure of money for advertising, will return handsomely on the original investment. At least that is the experience of Greyhound and we propose to follow the same lines in the future."

Large space was carried in a number of cities prior to the Christmas holidays in 1931, as a special try-out. The advertising was backed up by special sales effort on the part of passenger agents. As a result, in every city where extra lineage was carried Greyhound enjoyed the greatest holiday business in the company's history.

NEW JERSEY SALES TAX WOULD HIT AUTOMOBILE, ACCESSORIES DEALERS

Trenton, N. J., June 1.—Some of the outstanding provisions of the proposed bill, imposing a general sales tax, have been incorporated in a tentative draft of the measure which has been agreed to in principle by Gov. Moore and Majority Leader Emerson L. Richards, it was announced today. Other features which may be included later are being made the subject of further inquiry.

One provision would require all mercantile establishments to take out licenses. This includes automobile tire and accessory dealers. The minimum license fee would be $1, applicable to places where the gross sales are not in excess of $10,000 a year. The maximum, reached by a graded scale, would be $100.

Establishments with gross sales in excess of $50,000 a year would be permitted to apply to the tax commissioner for permission to use revenue stamps or to pay on the basis of gross receipts. For small dealers fractional stamps, possible in as small denominations as one-twentieth of a cent, would be provided.

One of the tentative proposals contemplates a road tax on all buses and commercial vehicles, whether engaged in intrastate or interstate commerce. The suggested rate for buses is one-quarter cent a mile where the fare does not exceed 10 cents and a cent a mile where the fare exceeds 10 cents. The 1 cent rate would be applicable to trucks.

Production--Engineering--Factory

ECONOMIC AND TECHNICAL PROBLEMS OF THE LIQUEFIED-GAS INDUSTRY

By ALOIS KREMSER,
Standard Oil Company of California

A paper presented at the second midyear meeting of the Division of Refining, American Petroleum Institute, Tulsa, Okla., today.

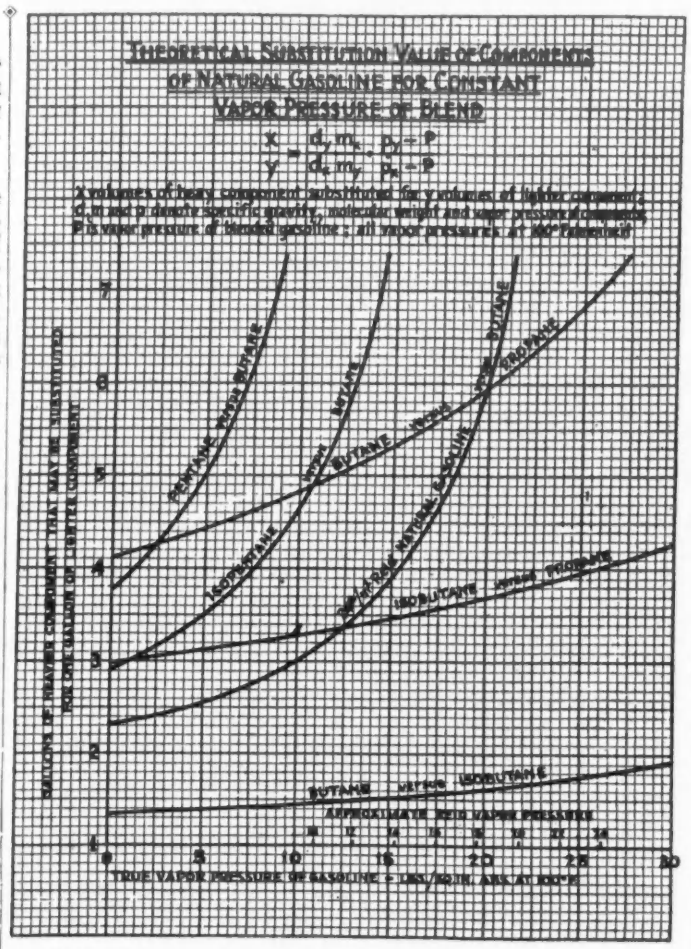
The recent growth of the liquefied-gas industry is closely related to the adoption of rectification in the manufacture of natural gasoline. It will be of interest, therefore, to review briefly the purpose of rectification. It may be defined simply as the replacement of high vapor-pressure constituents by a larger volume of fractions of lower vapor pressure, to obtain any desired effective volatility within the limits of a fixed vapor-pressure specification of a finished gasoline. These relations are illustrated in Fig. 1, giving the relative volumes of different constituents of natural gasoline that may be substituted for each other without a change in the vapor pressure of the finished blend.

It will be noted that, with a motor gasoline having a vapor pressure of 10 pounds per square inch at 100 degrees Fahrenheit, elimination of one volume of propane will permit substitution of 3.3 volumes of isobutane, or 4.85 volumes of normal butane, with a net gain in production of 2.3 and 3.85 volumes, respectively, and a corresponding improvement in effective volatility as regards ease of starting, acceleration, etc. Aside from these economic relations, there is no inherent objection to the inclusion of propane in a motor gasoline, but evidently substitution of butane for propane is desirable as long as butane for this purpose is available.

Removal of one volume of isobutane permits, with the same motor gasoline, substitution of 1.45 volumes of normal butane, with a net gain of only 0.45 volume. While inherently desirable, rectification for the purpose of substituting normal for isobutane may, therefore, in many instances prove uneconomical.

If a surplus of natural gasoline is available, rejection of butane will, of course, permit inclusion of a larger percentage of natural gasoline in motor gasolines. A curve is included (Fig. 1), giving the substitution value for butane of a typical natural gasoline of 24 pounds per square inch, Reid vapor pressure. For a motor gasoline of 10 pounds per square inch vapor pressure, removal of one volume of butane will permit inclusion of about 3.05 volumes of natural gasoline. Since the butane content of such a gasoline will be slightly over 30 per cent., the three added volumes will contain nearly one volume of butane. The net result from substituting three volumes of natural gasoline for one volume of butane in that case is the substitution of two volumes of butane-free natural gasoline; in other words, the surplus natural gasoline would have to be rectified first for complete removal of butane before it could be utilized under these conditions.

Since the substitution value of butane for propane is 4.85, the substitution value of this typical natural gasoline for propane would be 3.05x4.85=14.8. Rectification for removal of propane is, therefore, one of the most effective steps for increasing the potential demand for natural gasoline. Every natural gasoline manufacturer who ships a gallon of propane to a refiner may destroy thereby substantially the potential demand for fifteen gallons of natural gasoline of representative quality.


THEORETICAL SUBSTITUTION VALUE OF COMPONENTS OF NATURAL GASOLINE FOR CONSTANT VAPOR PRESSURE OF BLEND
PROPANE
NORMAL BUTANE
ISOBUTANE
NATURAL GASOLINE
BUTANE
ISOBUTANE
APPROXIMATE REID VAPOR PRESSURE
TRUE VAPOR PRESSURE OF GASOLINE = LBS./SQ.IN. ABS. AT 100°F.

Miscellaneous Problems Related to Liquefied Gases.

From this brief review of the economic relations underlying rectification certain general conclusions may be drawn as regards the potential supply of liquefied gases. Propane may definitely be classified as a liquefied gas. Butanes are potential liquefied gases only to the extent to which they cannot be utilized in motor gasolines, or for uses in which a price can be paid for them at least equal to that of motor gasolines. Otherwise, their inclusion in motor gasoline is preferable, both because of their desirable effect on volatility and on detonation properties. Improvements in automotive design for control of vapor locking and better balance between supply and demand for petroleum products will, therefore, probably lead to an increased utilization of butanes, perhaps both normal butane and isobutane, in motor gasolines and a corresponding curtailment of their use in liquefied gases. This contingency may as yet be remote, but it is reasonable to anticipate a trend in this direction.

B. Recovery of Liquefied Gases Incidental to Natural Gasoline Production and Extraction Beyond this Limit.

In estimating the potential production of liquefied gases, a clear distinction must be made between the amount that may be recovered incidental to the extraction of natural gasoline from the gas, and the extraction of liquefied gases beyond this point. In the latter case all charges for increased plant facilities, increased labor, commodities, etc., must be charged against the liquefied gas exclusively, with the result that the cost of extraction may become prohibitive. These relations are best illustrated by a specific example.

It shall be assumed that production of a natural gasoline having a normal butane content of 30 per

(Continued on Page 6)

SEMI-MOLDED FLEXIBLE BRAKE LINING

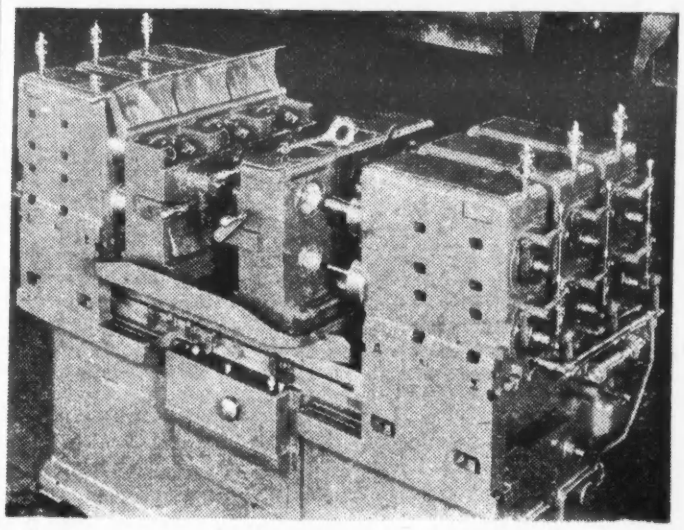
The Buffalo Weaving and Belting Company is offering its semi-molded flexible brake lining, for which the manufacturer claims absolute density, vulcanization under 2,000 pounds per square inch and accuracy to within two thousandths of an inch on all dimensions. This is stated to be a prepared braking surface, absolutely non-slip, 90 per cent. ground asbestos bolted through 100 mesh sieves, flexible without elongation and having a proper chemical ingredient to insure perfect condition of the lining throughout its life.

FLEXIBLE SHAFTS

The Charles L. Jarvis Manufacturing Company has taken over the Biax Flexible Shaft Company and is putting out a new type of heavy duty flexible shaft. The latest product of this company is known as the Biax heavy duty flexible shaft No. 19. This is six feet long, with a half-inch diameter. It is made of Swedish piano wire cable, cold wound, with interlocked elastic type outer casing, with special steel wire inner lining. Steel reinforcement springs are used at both ends. A heavy duty, high speed, ball-bearing handpiece is placed at the operating end and a special ball-bearing motor coupling at the other end. It may be used with any ¼, 1/3, ½ or ¾ horse power motor and at any speed up to 4,000 revolutions per minute.

The company also has a reversible right angle gear attachment, of the high speed, heavy duty type, ball bearing equipped. The attachment is reversible and either doubles the speed of the motor or cuts it in half, according to the operation. This gives the different speeds needed for sanding, buffing and polishing. The concern also offers circular backing of the elastic type for supporting sanding discs, felt and lamb's wool polishing and buffing pads.

New Style Precison Boring Machine by Ex-Cell-O



Changes and new developments have been made by the Ex-Cell-O engineers on the large and small style precision boring machines introduced to the industry over three years ago. A new model, Style 216A, replaces the former model, Style 216, which is the large style machine. Several of the new models have already been placed in service.

Straight-line effect has been carried out on the entire machine. All joining surfaces are matched and all sharp edges are machined to ⅛-inch radius. A pedestal foot type of base has been adopted, so that no chips, dirt or water can collect around the bottom of the base and be held on the base proper. The overall height of the machine has been reduced five inches, making the center distance of the individual boring units forty-two inches above the floor line. This reduction in height makes it much easier for the operator to load and unload the holding fixture while in production. The overall length of the base has been increased four inches and is now seventy-four inches long. The width, twenty-three inches, remains the same.

The table supporting the holding fixture has a Vee and flat way, each of which is provided with forced feed lubrication. The oil is fed slowly in at one end of the table ways and permitted to drain out at the opposite end.

The method of mounting the bridges on the base of the machine has also been changed. Formerly one surface was flat and the other a Vee shape. On the new model both surfaces which fit on the base are flat. A "T" slot is provided in the bridge rail on the base and a vertical hole is drilled in the bottom of the bridge face to accommodate the "T" bolts. A cored hole is provided at the top of each of these holes for the nut and plenty of room is allowed for tightening with a wrench to lock the bridge securely in position.

In addition to the "T" bolts for holding the bridge in position, hook bolts are used for drawing the bottom of the bridge against a scraped edge on the bridge rails on the base. By using these methods of locating the bridges, absolute location can be assured on each machine.

The bracket for supporting each boring unit has been redesigned. Mounting lugs for holding these brackets have been eliminated, which gives a much neater appearance. The brackets are mounted on the bridge by "T" bolts in "T" slots across the top of the bridge. These bolts are locked in place by means of a taper wedge action through a taper cross bore in the "T" bolts. This method allows the brackets to be mounted tight against each other, holding the center distances between boring units to a minimum. Two opposed micrometer screws are located on the inside face of the bridge for lining each boring unit in the horizontal position.

On the Ex-Cell-O precision boring machines, a hydraulic brake unit is provided for stopping the boring tool as soon as the finishing cut is completed. The hydraulic cylinder operating each boring unit brake is now located on the back end of the spindle bridge directly below the individual brakes. All hydraulic connections for operating the brake cylinder are piped permanently inside the bridge.

The driving motor, coolant and oil pumps are located in the same position, as near the floor as possible. A suitable cover is provided for covering this entire unit.

A suitable valve for controlling the coolant directed on the boring tools is mounted on the back of the machine on the base just below the fixture table level. It is actuated as the table passes back and forth by an adjustable dog located on the side of the table. The table turns the coolant on as the boring tool enters the work, and turns it off as it leaves the work. The coolant is shut off during the entire table travel, and allows the operator to unload the finished part and load a new part to be bored in a dry fixture.

Six boring units are used on each end of the machine. The bottom row of boring units bore the bronze bushing on the small end of the rod and the top row bores the babbitt in the large end of the rod. Each pair of boring units is mounted in a common mounting bracket holding the units rigidly in position.

The holding fixture is hydraulically operated. The rods are dropped into approximate locating nests and the clamping method is so arranged that the rods are seated against their locating points and against the face of the rod before being clamped in position. Three rods are loaded on one side of the fixture while the three rods on the opposite side are being bored. The loading and clamping operation is easily performed in less time than required for the boring operation.

The production per hour is approximately 350 complete rods. Approximately 0.010 inch to 0.012 inch stock is removed on the diameter.

AUTOMATIC MULTIPLE SPINDLE SCREW MACHINE

The National Acme Company is putting out a new automatic multiple spindle, high speed screw machine. The automatic lathes have a capacity of 500 shafts in nine hours, completely machined with threads, grooves and key way, by the use of special milling attachments.

The machine has its cams and lever timed to cut particular sections at correct intervals. As the finished armature shaft is cut off, the chuck is opened, a new section is fed in the correct length and the chuck is closed. Special carbon steel in twenty-foot lengths is applied to the feeding rack and is advanced six to ten inches as required. The entire lathe head with all the twenty-foot rods then revolves and each tool performs its part in shaping the shaft, operating under a heavy flow of oil constantly pumped from the drain pan below.

OKLAHOMA MOTOR CARRIERS FORMING NEW ORGANIZATION

(Continued from Page 1)

crief of the General Motors Truck Company for associated carriers.

The board of directors consists of: Class A bus directors—C. E. Mahew, Enid, Red Ball Bus Lines; Howard W. Allen, Tulsa, Missouri-Kansas-Oklahoma Coaches; Ward Faulkner, Muskogee, Ward-Way; Grover C. Jacobsen, Tulsa, Golden Eagle Lines; H. H. Morgan, Kansas City, Pickwick-Greyhound Lines, and A. W. Riter, Dallas, Dixie Motor Coach Lines.

Class A truck—L. D. Tindall, Okemah, Oklahoma City and eastern; George Emerick, Enid, Enid Transfer and Storage Company; Doane Farr, Clinton, Clinton Transfer and Storage Company; Max Halmbacher, Oklahoma City; Mistletoe Express; J. R. Dulaney, Ardmore, Dulaney Freight Lines, and Roy O. Yates, Oklahoma City, Southern Kansas Stage Lines.

Class B truck—Starr Brim, Red Ball Transfer and Storage Company, Oklahoma City; John Porter, Muskogee, Muskogee Transfer Company; L. C. Jones, Oklahoma City, contractor; Ford Holz, Ponca City, Ponca City Transfer and Storage Company; Jim Couch, Ada, Couch Transfer and Storage Company, and Joe Hodges, Tulsa, Joe Hodges Transportation Company.

Class C operators and associated groups—C. E. Mench, Mench's Mayonnaise; Ed Miller, Miller-Jackson Company; Rex Huguley, Oklahoma Paper Company; S. G. Hicks, Loose-Wiles Biscuit Company; W. T. Flynn, Pittsburgh Plate Glass Company, and Jess Beck, Western Bank and Office Supply Company, all of Oklahoma City.

TENTATIVE JUNE OUTPUT SCHEDULE IS 210,000 UNITS

(Continued from Page 1)

speed for a number of months to come.

It is possible, depending largely on how Ford sales hold, that the production figures for July this year may surpass the total for that month in 1931, which was 222,710. If Ford's production this year follows the pattern of 1928, the first year of the Model A, when it peaked in August, it is entirely probable that the production for that month this year will exceed the 191,741 registered in 1931. We are now beginning to get into the monthly areas of low production registered last year, when September showed a total of 143,212 units, October 81,582 and November 70,114 vehicles, and the corresponding months this year should begin to show some increases in output.

MAIL ORDER TRADE CAUSES CONFLICT IN TIRE INDUSTRY

(Continued from Page 1)

the companies who manufacture for the mail order houses. This latest cut meets reductions made last week by the mail order organizations in the summer "flyer" catalogues, and is effective June 1.

While the latest price cut does not effect first line tires, it is feared in the trade that such will be the case very shortly. That, according to well-informed tire men, will prevent the manufacturers from passing on the proposed excise taxes on tires and tubes to buyers and eliminate very slim profits.

The Chicago mail order firms have steadfastly declined to alter their price-cutting policies, and according to manufacturers are the cause of the present chaotic state of the industry. The resentment toward the large tire manufacturers with mail order contracts is keen. Through trade associations and their trade papers, an appeal has been made for a Federal investigation, and both manufacturers and their dealers are being urged to communicate with Congress.

MAJOR SPECIFICATIONS AND MECHANICAL DETAILS

Make and Model	Weight—5-P. Sedan	Wheel Base	Engine Make	Thermostat Used	Valve Arrangement	Cylinders	Bore and Stroke	Piston Disp.	Compression Ratio	Tax H. P.	Brake, H.P. and Peak R. P. M.	Pist. Make or Material	No. Main Br.	Oil Purifier	Fuel Cleaner	Carbureter	Air Cleaner
Auburn 8-100	3675	127-136	Lyc	Dole	L	8	3 x4¾	268.6	5.26	28.8	100@3400	*Alum	5	Pur	No	Str	AC
Auburn 12-160	4465	133	Lyc	Dole	HO	12	3⅛x4¼	391.1	5.50	46.8	160@3400	*Alum	4	Pur	Ste	Str	AC
Austin	‡1150	75	Own	No	L	4	2.2x3	45.6	5.10	7.8	13@3000	Alum	2	No	No	Til	No
Buick 32-50	3450	114	Own	Bish-Bab	O	8	2⅞x4¼	230.4	4.65	27.61	78@3200	CI	5	AC	AC	Mar	AC
Buick 32-60	3980	118	Own	Bish-Bab	O	8	3 1/16x4⅝	272.6	4.63	30.02	90@3000	CI	5	AC	AC	Mar	AC
Buick 32-80	4450	126	Own	Bish-Bab	O	8	3⅛x5	344.8	4.40	35.12	104@2900	CI	5	AC	AC	Mar	AC
Buick 32-90	4505	134	Own	Bish-Bab	O	8	3⅛x5	344.8	4.40	35.12	104@2900	CI	5	AC	AC	Mar	AC
Cadillac 355 B	4885	134-140	Own	Har	L	8	3⅜x4 1/16	353.0	5.38	36.4	115@3000	CI	3	AC	AC	Own	AC
Cadillac 370 B	5175	134-140	Own	Har	O	12	3⅛x4	368.0	5.30	46.9	135@3400	CI	4	Cuno	AC	DL	AC
Cadillac 452 B	5625	143-149	Own	Har	O	16	3 x4	452.0	5.36	67.5	165@3400	CI	5	Cuno	AC	DL	AC
Chevrolet	2770	109	Own	No	O	6	3⅛x3¾	194	5.20	26.3	60@3000	CI	3	No	Yes	Car	AC
Chrysler 6	3120	116	§Own	Yes	L	6	3¼x4½	223.9	5.35	25.35	82@3400	*Alum	4	Pur	Yes	B & B	Yes
Chrysler 8	3860	125	§Own	Yes	L	8	3¼x4½	298.6	5.20	33.80	100@3400	*Alum	5	Pur	Yes	Str	Yes
Chrysler Imp. 8	——	135	§Own	Yes	L	8	3½x5	384.8	5.20	39.20	125@3200	*Alum	9	Pur	Yes	Str	Yes
Chrysler Imp. 8 cus.	——	146	§Own	Yes	L	8	3½x5	384.8	5.20	39.20	125@3200	*Alum	9	Pur	Yes	Str	Yes
Cord (Fr. Wh. D.)	4620	137½	Lyc	Dole	L	8	3¼x4½	298.6	5.25	33.8	115@3300	*Alum	5	Pur	AC	Sch	No
De Soto Six	3008	113	§Own	Yes	L	6	3¼x4¼	211.5	5.35	25.35	75@3400	*Alum	4	Pur	Yes	B & B	Yes
De Vaux 6-80	2810	114	Con	Dole	L	6	3⅜x4	214.7	5.20	27.34	75@3600	Alum	4	—	Yes	Til	AC
Dodge Six D L	3084	114¾	§Own	Yes	L	6	3¼x4⅜	217.7	5.35	25.35	79@3400	Alum	4	Pur	Yes	Car	Yes
Dodge Eight D K	3488	122	§Own	Yes	L	8	3¼x4¼	282.1	5.20	33.80	90@3400	Alum	5	Pur	Yes	Str	Yes
Essex-Gr. Su. 6 Std.	2870	113	†Own	No	L	6	2 13/16x4¾	193.0	5.50	20.7	70@3200	Alum	3	No	Ste	Mar	AC
Ford A	2357	106	Own	No	L	4	3⅛x4¼	200.5	4.60	24.03	50@2600	Alum	3	—	—	Zen	—
Ford V8	†2447	106	Own	No	L	8	3 1/16x3¾	220.0	5.50	30.0	65@3400	Alum	3	—	—	DL	—
Franklin Airman	——	132	*Own	Ful	O	6	3½x4⅝	——	5.10	——	100@3100	*Alum	7	Pur	Yes	Str	Yes
Franklin V-12	——	144	*Own	Ful	O	12	3¼x4	398.0	5.12	——	150@3100	*Alum	7	Pur	Yes	Str	Yes
Graham 6	3205	113	Own	Yes	L	6	3⅛x4½	207	5.45	23.4	70@3200	*Alum	7	No	AC	Sch	AC
Graham 8	3665	123	Own	Bish-Bab	L	8	3¼x4	245.4	6.50	31.25	90@3400	*Alum	5	AC	AC	DL	AC
Hudson Gr. 8 Std.	3270	119-126-132	†Own	No	L	8	3 x4½	254.1	5.80	28.8	101@3600	Alum	5	No	Ste	Mar	AC
Hupmobile 216	3115	116	Own	Bish-Bab	L	6	3⅜x4¼	228.1	5.00	27.34	75@3200	*Alum	4	**	Ste	Str	AC
Hupmobile 222	3580	122	Own	Bish-Bab	L	8	2 13/16x4⅝	250.7	5.40	27.61	93@3200	Alum	5	Pur	Ste	Str	AC
Hupmobile 226	3755	126	Own	Bish-Bab	L	8	3 1/16x4¾	279.9	5.47	30.10	103@3200	Alum	5	Pur	Ste	Str	AC
La Salle 345 B	4840	130-136	Own	Har	L	8	3⅜x4 1/16	353.0	5.38	36.4	115@3000	CI	3	AC	AC	Own	AC
Lincoln V-8	5430	136	Own	Yes	L	8	3½x5	384.0	5.23	39.2	125@2900	Alum	5	No	AC	Str	AC
Lincoln V-12	5750	145	Own	Yes	L	12	3¼x4½	448.0	5.25	50.7	150@3400	Alum	7	No	AC	Str	AC
Marmon 8	3500	125	Own	Yes	L	8	3¼x4¾	315.2	5.50	33.8	125@3400	Alum	5	Flo	AC	Str	AC
Marmon 16	5360	145	Own	Pines	O	16	3⅛x4	490.8	5.75	62.5	200@3400	Alum	5	†	AC	Str	AC
Nash Big Six	3200	116	Own	Bish-Bab	L	6	3⅛x4⅜	201.3	5.10	23.4	70@3000	*Alum	7	Pur	AC	Str	AC
Nash Stand. Eight	3400	121	Own	Bish-Bab	L	8	3 x4⅜	247.4	5.10	28.8	85@3200	*Alum	9	Pur	AC	Str	AC
Nash Spec. Eight	3870	128	Own	Bish-Bab	O	8	3⅛x4¼	260.8	5.25	31.2	100@3400	*Alum	9	Pur	AC	Str	AC
Nash Adv. Eight	4350	133	Own	Bish-Bab	O	8	3⅜x4½	322.0	5.25	36.4	125@3600	*Alum	9	Pur	AC	Str	AC
Nash Ambas. Eight	4510	142	Own	Bish-Bab	O	8	3⅜x4½	322.0	5.25	36.4	125@3600	*Alum	9	Pur	AC	Str	AC
Oldsmobile F-32	3035	116½	Own	No	L	6	3⅛x4½	213.3	5.80	26.3	74@3200	CI	4	AC	AC	Str	AC
Oldsmobile L-32	3165	116½	Own	No	L	8	3 x4¼	240.3	5.90	28.8	87@3350	CI	5	AC	AC	Str	AC
Packard Twin Six	5225	142-147	Own	Yes	L	12	3 1/16x4	445.5	6.00	56.0	160@3200	*Alum	4	Yes	Yes	Own	AC
Packard Stan. 8	4570	130-137	Own	Yes	L	8	3⅛x5	320.0	6.00	32.5	110@3200	*Alum	9	Yes	Yes	Own	AC
Packard De L. 8	5045	142-147	Own	Yes	L	8	3½x5	384.8	6.00	39.2	135@3200	*Alum	9	Yes	Yes	Own	AC
Packard Light 8	4115	127¾	Own	Yes	L	8	3⅛x5	320.0	6.00	32.50	110@3200	*Alum	9	Yes	Yes	Own	AC
Peerless De L. Mas.	4521	125	Con	Bish-Bab	L	8	3⅜x4½	322	5.00	36.45	115@3200	*Alum	5	Pur	AC	Sch	AC
Peerless De L. Cus.	4766	138	Con	Bish-Bab	L	8	3⅜x4½	322	5.00	36.45	120@3200	*Alum	5	Pur	AC	Sch	AC
Pierce-Arrow 54	4819	137-142	Own	Pines	L	8	3½x4¾	366	5.05	39.2	125@3000	*Alum	9	Pur	Ste	Str	AC
Pierce-Arrow 52	5080	142-147	Own	Pines	L	12	3¾x4	429	5.05	54.6	150@3200	*Alum	7	Pur	Ste	Str	AC
Pierce-Arrow 53	5395	137-142	Own	Pines	L	12	3¼x4	398	5.05	50.7	140@3200	*Alum	7	Pur	Ste	Str	AC
Plymouth	2875	112	§Own	No	L	4	3⅝x4¾	196.1	4.90	21.03	65@3200	Alum	3	Yes	AC	B & B	Yes
Pontiac 6	2870	114	Own	Yes	L	6	3 3/16x3⅞	200.0	5.10	26.3	65@3200	CI	3	No	AC	Mar	Yes
Pontiac V-8	3225	117	Own	Yes	H	8	3 7/16x3⅜	251.0	5.20	37.8	85@3200	CI	3	No	AC	Mar	Yes
Reo Fly. Cloud "S"	3405	117	Own	Yes	L	6	3⅛x5	230.0	5.30	23.4	80@3200	Lo-Ex	7	Yes	Yes	Zen	Yes
Reo Royale Cust.	4650	135	Own	Pines	L	8	3⅜x5	358	5.30	36.48	125@3300	Alum	9	Han	AC	Sch	Own
Reo Royale	4375	131	Own	Pines	L	8	3⅜x5	358	5.30	36.48	125@3300	Alum	9	Han	AC	Sch	Own
Reo 8-25	4050	125	Own	Yes	L	8	3 x4¾	268.6	5.37	28.8	90@3300	*Alum	5	Han	V S	Sch	Un
Rockne 6-65	2595	110	Own	Dole	L	6	3⅛x4⅛	189.8	5.00	23.4	66@3200	CI	4	No	AC	Str	No
Rockne 6-75	3000	114	Own	Dole	L	6	3¼x4⅛	205.3	5.00	25.4	72@3200	CI	4	Own	AC	Str	No
Studebaker 6-55	3170	117	Own	Dole	L	6	3¼x4⅝	230.0	5.00	25.4	80@3200	CI	4	No	Ste	Str	No
Studebaker Dict. 62	3240	117	Own	Bish-Bab	L	8	3 1/16x3¾	221.0	5.00	30.0	85@3200	CI	9	Pur	Ste	Str	AC
Studebaker Com. 71	3545	125	Own	Bish-Bab	L	8	3 1/16x4¼	250.4	5.20	30.0	101@3200	*Alum	9	Pur	Ste	Str	AC
Studebaker Pres. 91	4260	135	Own	Dole	L	8	3½x4⅝	337.0	5.10	39.2	122@3200	*Alum	9	Han	Ste	Str	AM
Stutz LAA	4383	127½	Own	No	O	6	3⅜x4½	241.5	5.50	27.3	85@3150	*Alum	7	Pur	AC	Zen	Un
Stutz SV-16	4885	134½-145	Own	No	O	8	3⅜x4½	322	5.50	36.4	113@3300	*Alum	9	Pur	AC	Zen	AM
Stutz DV 32	5281	134½-145	Own	Bish-Bab	O	8	3⅜x4½	322	5.10	36.4	156@3900	*Alum	9	Pur	Ste	Str	AC
Willys-Ov'land 6-90	2814	113	Own	Yes	L	6	3¼x3⅞	193.0	5.26	25.35	65@3400	CI	4	No	AC	Til	Til
Willys-Ov'land 8-88	3250	121	Own	Yes	L	8	3½x4	245.4	5.26	31.25	80@3200	CI	5	No	AC	Til	AC
Willys-Kni. 66-D	3775	121	Own	Yes	K	6	3⅜x4¾	255.0	5.50	27.34	87@3200	*Alum	7	Pur	Til	Til	AC
Willys-Knight 95	3031	113	Own	Yes	K	6	2 13/16x4⅜	177.9	5.55	20.70	60@3400	*Alum	7	Pur	AC	Til	AC

Liquefied-Gas Industry's Problems

(Continued from Page 5)

cent. is desired, from a gas having the following composition:

	Gallons Per 1,000 Cubic Feet
Propane content	1.9
Isobutane content	0.45
Butane content	0.80
Isopentane and heavier	1.25

For the analysis of the problem, the conception of an "absorption factor" presented in a previous paper by the author will be useful.

It was shown there that the absorption-plant requirements for the extraction of individual constituents may be defined by a factor proportional to absolute absorber pressure multiplied by the oil circulation in gallons per 1,000 cu. ft. and divided by the vapor pressure of the individual constituents at absorber temperature. It was proved that a factor of about 1.3 is required for substantially complete extraction of any constituent, and that for factors less than unity the ratio between amount extracted and amount available in the gas is equal to the absorption factor. If the absorption factor for normal butane is known for any given set of operating conditions, the factors for propane, isobutane, and isopentane may be obtained by multiplying the butane factor by ¼, 2-3, and 2 2-3, respectively. This brief summary will serve for an approximate analysis of the present problem.

1. Plant operated for gasoline extraction only. It will be desirable in that case to recover substantially all fractions including, and heavier than, isopentane, represented by 1.25 gallons per 1,000. Since a finished gasoline of 30 per cent. butane is desired, the total gasoline production will amount to $\frac{0.70}{1.25} = 1.785$ gallons per 1,000; or it will be necessary to extract 0.535 gallons per 1,000 of butane. This represents $\frac{0.535}{0.800} = 0.675$ of the available butane content. The plant will have to be operated, therefore, at a butane absorption factor of at least 0.675. To allow for variations in operating conditions, etc., the assumption will be made that actually a factor of 0.75 be employed. In that case extraction will be as shown in Case 1.

The amount of liquefied gas indicated by this analysis, viz., 0.29 gallons per 1,000 butanes and 0.36 gallons per 1,000 of propane is, of course, not available in finished form. It is partly contained in the raw gasoline, partly in various plant vapors; but the first step, viz., extraction from the natural gas, has been accomplished incidental to gasoline manufacture. Recovery of further amounts of liquefied gas beyond this quantity will involve considerable increases in plant size and operating costs, an important consideration from the viewpoint of costs.

2. Plant operated for extraction of 95 per cent. of available isobutane. The plant will have to be operated at an isobutane absorption factor of at least 0.95, as shown in Case 2.

(To Be Continued)

BABY BEDS AND SEATS

Boston Leather Specialties, Inc., is placing on the market new models of its folding and rigid hammocks for carrying children in motor cars. The folding hammock has a folding steel frame, cloth body with doubly stitched seams and a pocket on the side for incidentals. Suspension chains are nickeled.

The hammocks come in khaki, rubberized and corduroy cloth to match the colors of the car's upholstery. The rigid hammock is made only in khaki. The baby seat is constructed to fit against the seat of the car, with supports resting on the top of the seat back.

BATTERY TOOL KIT

The Bergman Tool Manufacturing Company has just placed on the market a new battery tool kit known as the Blue Bird. This is a combination of three battery tool kits assembled in a three compartment leatherette kit and presented as a unit.

CLASSIFIED ADVERTISEMENTS IN THE AUTOMOTIVE DAILY NEWS BRING RESULTS

OF PRESENT AMERICAN PASSENGER CAR MODELS

Make and Model	Front End Drive	Ignition System	Gen. and Starter	Clutch	Transmission: Make	Transmission: Speeds	Transmission: Type	Universals	Rear Axle	Ratio	Brakes	Steering Gear	Springs Rear	Spring Shackles	Chassis Lubric.	Tires
Auburn 8-100	Chain	Del-R	*Del-R-S	Long	D	3	SM-LGS-F	U	Col	*4.70	M	Ross	S 56¾	Own	Bijur	*17x5.50
Auburn 12-160	Link	Del-R	*Del-R-S	Long	D	3	SM-LGS-F	M	Col ½	*4.08	Bendix	Ross	S 56¾	Own	Bijur	*17x6.00
Austin	Gear	Aut-L	*Aut-L	Rock	WG	3	——	S	Sal ½	5.25	M	Say-B	Cant	Own	Al-Z	18x3.75
Buick 32-50	Tex	Del-R	Del-R	*Own	O	3	SM-BW-F	O	Own ½	4.60	Own	Sag	S 56	Tryon	Al-Z	18x5.50
Buick 32-60	Tex	Del-R	Del-R	*Own	O	3	SM-BW-F	O	Own ¾	4.54	Own	Sag	S 55¼	Own	Al-Z	18x6.00
Buick 32-80	Tex	Del-R	Del-R	*Own	O	3	SM-BW-F	O	Own ¾	4.27	Own	Sag	S 58⅞	Own	Al-Z	18x7.00
Buick 32-90	Tex	Del-R	Del-R	*Own	O	3	SM-BW-F	O	Own ¾	4.27	Own	Sag	S 58⅞	Own	Al-Z	18x7.00
Cadillac 355 B	Morse	Del-R	Del-R	Own	O	3	SM	S	Own ¾	4.60	Own M	Sag	S 58	Own	Alem	17x7.00
Cadillac 370 B	Morse	Del-R	Del-R	Own	O	3	SM	S	Own ¾	4.80	Own M	Sag	S 58	Own	Alem	17x7.50
Cadillac 452 B	Morse	Del-R	Del-R	Own	O	3	SM	S	Own ¾	4.64	Own M	Sag	S 60	Own	Alem	18x7.50
Chevrolet	Gear	Del-R	*Del-R	Own	O	3	SM-F	—	Own ½	4.10	M	Own	S 54	Own	Alem	18x5.25
Chrysler 6	Chain	Del-R	Del-R	*—	O	3	—— F	—	Own ½	4.60	H	Own	S 53⅜	——	Alem	18x5.50
Chrysler 8	Chain	Del-R	Del-R	*—	O	4	—— F	—	Own ½	4.30	H	Gem	S 54⅝	——	Alem	17x6.50
Chrysler Imp. 8	Chain	Del-R	Del-R	*—	O	4	—— F	—	Own ½	4.10	H	Gem	S 57½	——	Al-Z	17x7.00
Chrysler Imp. 8 Cus.	Chain	Del-R	Del-R	*—	O	4	—— F	—	Own ½	4.10	H	Gem	S 57½	——	Al-Z	17x7.50
Cord (Fr. Wh. Dr.)	Link	Del-R	*Del-R	Long	D	3	——	*	Col F	4.90	H	Gem	S 62	Own	Bijur	18x7.00
De Soto Six	Chain	Del-R	Del-R	*Own	O	3	O-F	—	Own ½	4.62	H	Own	S 53⅜	——	Alem	18x5.25
De Vaux 6-80	Morse	Aut-L	*Aut-L	Borg	W	3	——	S	‡AD ½	4.40	M	†W	S 54¼	Tryon	Al-Z	19x5.25
Dodge Six D L	Chain	Del-R	—	—	O	3	—— F	—	Own ½	4.60	H	Own	S 54⅞	——	Al-Z	18x5.50
Dodge Eight D K	Chain	Del-R	Del-R	*—	O	3	—— F	—	Own ½	4.10	H	Gem	S 55	——	Al-Z	18x6.00
Essex Gr. Su. 6	Morse	Aut-L	*Aut-L-S	*Own	O	3	SM-WG-F	S	Own ½	4.63	Bendix	Gem	S 54⅛	Own	Alem	18x5.25
Ford A	Var-G	Own	*Own	Own	O	3	SM	O	Own ¾	4.11	M	Gem	S-Tr 39	Own	Al-Z	18x5.25
Ford V8	Var-G	Own	*Own	Own	O	3	SM	O	Own ¾	4.11	M	Gem	S-Tr	Own	Al-Z	18x5.25
Franklin Airman	Chain	Del-R	*Del-R-S	—	W	3	SM-BW-F	M	— ⅛	4.73	H	Gem	El 42	——	Al-Z	19x6.50
Franklin V-12	Chain	Del-R	*Del-R-S	Long	W	3	SM-BW-F	M	Col ½	4.45	H	Ross	S 60	Fafnir	Al-Z	17x7.50
Graham 6	Link	Del-R	Del-R	Long	WG	3	WG-F	U	Sal ½	4.45	H	Ross	S 54	ERS	Al-Z	17x5.50
Graham 8	Link	Del-R	Del-R	Long	WG	3	SM-WG-F	S	Sal ⅛	4.30	H	Ross	S 54	ERS	Al-Z	17x6.00
Hudson Greater 8	Morse	Aut-L	*Aut-L-S	*Own	O	3	SM-WG-F	S	Own ⅛	†4.63	Bendix	Gem	S 54⅛	Own	Alem	*17x6.00
Hupmobile 216	Chain	Aut-L	*A-L-S-‡	Borg	WG	3	SM-WG-F	M	Spic ⅛	4.54	M	Ross	S 53	Tryon	Al-Z	18x5.50
Hupmobile 222	Morse	Aut-L	*A-L-S-‡	Borg	WG	3	SM-WG-F	U	Own ⅛	4.36	M	Gem	S 57½	Rub-B	Al-Z	17x6.00
Hupmobile 226	More	Aut-L	*A-L-S-‡	Long	D	3	SM-DG-F	U	Own ⅛	4.36	M	Gem	S 57½	Rub-B	Al-Z	17x6.50
La Salle 345 B	Morse	Del-R	Del-R	Own	O	3	SM	S	Own ¾	4.60	Own M	Sag	S 58	Own	Alem	17x7.00
Lincoln V-8	Chain	Aut-L	*Aut-L	Long	O	3	SM-F	S	Own F	4.58	*Bendix	Own	S 62	Own	Alem	18x7.00
Lincoln V-12	Chain	Aut-L	*Aut-L	Long	O	3	SM-F	S	Own F	4.58	*Bendix	Own	S 62	Own	Alem	18x7.50
Marmon 8	Diam	Del-R	*Del-R	*—	D	3	SM	S	Spic ½	4.08	Bendix	Ross	S 57	Tryon	Alem	18x6.00
Marmon 16	Diam	Del-R	Del-R	Rus	M	3	SM	S	Spic ½	3.78	Bendix	Ross	S 59½	**	Alem	18x7.00
Nash Big Six	Chain	Aut-L	*A-L-S-‡	Borg	O	3	SM-DG-F	O	Own ½	4.70	M	Ross	S 54	ERS	Alem	18x5.25
Nash Stand. Eight	Chain	Aut-L	*A-L-S-‡	Borg	O	3	SM-DG-F	O	Own ½	4.44	M	Ross	S 54	ERS	Alem	18x5.50
Nash Spec. Eight	Chain	*Aut-L	*A-L-S-‡	Borg	O	3	SM-DG-F	O	Own ½	4.43	Bendix	Gem	S 55¾	*	Bijur	17x6.50
Nash Adv. Eight	Chain	*Aut-L	*A-L-S-‡	Borg	O	3	SM-DG-F	O	Own ½	4.50	Bendix	Gem	S 57½	*	Bijur	18x7.00
Nash Ambas. Eight	Chain	*Aut-L	*A-L-S-‡	Borg	O	3	SM-DG-F	O	Own ½	4.50	Bendix	Gem	S 57½	*	Bijur	18x7.00
Oldsmobile F-32	Chain	Del-R	Del-R	Borg	M	3	SM-BW-F	S	Own ½	4.56	Bendix	Sag	S 54½	Tryon	Al-Z	17x6.00
Oldsmobile L-32	Chain	Del-R	Del-R	Borg	M	3	SM-BW-F	S	Own ½	4.77	Bendix	Sag	S 54½	Tryon	Al-Z	17x6.00
Packard Twin Six	Morse	Aut-L	*Dyn	*Long	O	3	SM	M	Own ½	4.69	M	Own	S 60½	Own	Bijur	18x7.50
Packard Stan. 8	Morse	N E	*Dyn	Long	O	3	SM	M	Own ½	4.66	M	Own	S 60½	Own	Bijur	6.50x19
Packard De L. 8	Morse	N E	*Dyn	Long	O	3	SM	M	Own ½	4.66	M	Own	S 60½	Own	Bijur	7.00x19
Packard Light 8	Morse	N E	*Dyn	*Long	O	3	SM	S	Own ½	4.66	M	Own	S 56	Own	Alem	17x6.50
Peerless De L. Mas.	Morse	Aut-L	*Aut-L	Rock	WG	3	WG-F	S	Sal ½	4.45	Bendix	Ross	S 60	Rub B	Alem	31x6.00
Peerless De L. Cus.	Morse	Aut-L	*Aut-L	Rock	WG	3	WG-F	S	Sal ½	4.80	Bendix	Ross	S 60	Rub B	Alem	31x6.50
Pierce-Arrow 54	Chain	Del-R	*Del-R-S	Long	O	3	SM-F	S	Own ½	4.42	Bendix	Ross	S 61	Faf	Myers	18x6.50
Pierce-Arrow 52	Chain	Del-R	*Del-R-S	Long	O	3	SM-F	S	Own ½	4.42	Bendix	Ross	S 61	Faf	Myers	18x7.00
Pierce-Arrow 53	Chain	Del-R	*Del-R-S	Long	O	3	SM-F	S	Own ½	4.58	Bendix	Ross	S 61	Faf	Myers	18x7.00
Plymouth	Var	Del-R	Del-R	*Own	O	3	O-F	O	Own ½	4.33	H	Own	S 53⅜	——	Al-Z	18x5.25
Pontiac 6	Chain	Del-R	Del-R	Own	M	3	SM-BW-F	M	Own ½	4.55	Bendix	Sag	S 54	Inlox	Al-Z	18x5.25
Pontiac V-8	Link	Del-R	Del-R	Own	M	3	SM-BW-F	M	Own ½	4.22	Bendix	Sag	S 54½	Inlox	Al-Z	17x6.00
Reo Fly. Cloud "S"	Chain	Del-R	*Del-R-S	Long	O	3	SM-F	S	Own ½	4.60	H	Ross	S 55	Tryon	AL-Z	17x5.50
Reo Royale Cust.	Morse	Del-R	Del-R-‡	Long	O	3	SHG	U	Own ½	4.07	H	Ross	S 57½	Own	Far	6.50x18
Reo Royale	Morse	Del-R	Del-R-‡	Long	O	3	SHG	U	Own ½	4.07	H	Ross	S 57½	Own	Al-Z	6.50x18
Reo 8-25	Link	Del-R	*Del-R	Long	O	3	SHG	U	Own ½	4.90	H	Ross	S 55¾	Own	Al-Z	17x6.50
Rockne 6-65	Morse	Aut-L	*Aut-L-S	Borg	WG	3	SM-BW-F	M	Spic ½	4.55	Bendix	Ross	S 54	Tryon	Al-Z	18x5.25
Rockne 6-75	Chain	Aut-L	*Aut-L-S	Long	WG	3	SM-BW-F	M	Own ½	4.73	Bendix	Ross	S 54	Tryon	Al-Z	18x5.50
Studebaker 6-55	Chain	Del-R	*Del-R-S	Long	O	3	SM-BW-F	S	Own ½	4.27	Bendix	Ross	S 54	Tryon	Alem	18x5.50
Studebaker Dict. 62	Cel	Del-R	*Del-R-S	Long	O	3	SM-BW-F	S	Own ½	4.73	Bendix	Ross	S 54	Tryon	Alem	18x5.50
Studebaker Com. 71	Cel	Del-R	*Del-R-S	Long	O	3	SM-BW-F	S	Own ½	4.73	Bendix	Ross	S 56	Faf	Alem	18x6.00
Studebaker Pres. 91	Var-G	Del-R	*Del-R-S	Borg	O	3	SM-BW-F	S	Own ½	4.31	Bendix	Ross	S 60	Faf	Alem	18x6.50
Stutz LAA	Link	Del-R	Del-R	Borg	D	4	——	U	Sal ½	5.10	H	Gem	S 60	Own	Bijur	19x6.50
Stutz SV-16	Link	Del-R	Del-R	Long	M	3	SM	M	Tim ⅛	4.75	H	Gem	S 62¾	Own	Bijur	18x7.00
Stutz DV-32	Link	Del-R	Del-R	Long	M	3	SM	M	Tim ⅛	4.50	H	Gem	S 62¾	Own	Bijur	18x7.00
Willys-Ov'land 6-90	Link	Aut-L	*Aut-L	Own	O	3	O-F	S	Own ½	4.60	Bendix	Own	S 51	Tryon	Alem	18x5.25
Willys-Ov'land 8-88	Link	Aut-L	*Aut-L	Borg	O	3	O-F	S	Own ½	4.40	Bendix	Ross	S 56	Tryon	Alem	18x5.50
Willys-Knl. 66-D	Link	Aut-L	*Aut-L	Rock	O	3	O-F	S	Own ½	4.18	Bendix	Ross	S 56	Tryon	Alem	17x6.00
Willys-Knight 95	Link	Aut-L	*Aut-L	Own	O	3	O-F	S	Own ½	4.89	Bendix	Gem	S 51	Tryon	Alem	18x5.50

KEY TO ABBREVATIONS

Weight—‡Austin standard 2 passenger coupe. Stutz DV 145-inch wheel base weighs 5,352. †Tudor sedan.

Engine Make—Con. Continental; Lyc. Lycoming. *Air-cooled with spot temperature control. †Thermo syphon water circulation. ‡Floating power.

Thermostat—Bish-Bab. Bishop & Babcock, Dole, Dole Valve Co., Chicago, Ill.; Ful, Fulton Co.; Har, Harrison; Fines, Fines Winterfront Var, various makes.

Valve Arrangement—L, L head; H, horizontal. O, overhead; K, sleeve valve; LV V-type L head. HO, Horizontal Opposed.

Piston Material—*Alum, aluminum with invar struts Alum, aluminum alloy; CI cast iron; S. St, semi-steel; Lo-Ex, Aluminum Corporation of America.

Oil Purifier—Wal, Wall; Han, Handy; AC, AC Spark Plug Company; Ste, Stewart-Warner; Ski, Skinner; Flo, Floato; Cuno, Cuno Engineering Corp; Pur, Purolator. *Using both Floato and Skinner. †Using AC with Floato attachment. **Using both AC and Purolator.

Fuel Cleaner—AC, AC Spark Plug Co.; Gas, Gascolator; Ste, Stewart-Warner; Til, Tillotson; V-S, Van Sicklen.

Carbureter—Sch, Wheeler Schebler; Zen, Zenith; Mar, Marvel; Car, Carter; Str, Stromberg; DL, Detroit Lubricator; Til, Tillotson; B&B, Ball & Ball.

Air Cleaner—AC, AC Spark Plug Company; AM, Air Maze; Un, United; Til, Tillotson.

Front End Drive—Link, Link Belt; Tex, Texolite; Cel, Celeron; Diam, Diamond Chain; Morse, Morse Chain Company; Var, various makes of chains; Var-G various makes of gears.

Ignition, Generator and Starter—Aut-L, Auto-Lite; A-L, Auto-Lite; Del-R, Delco-Remy; Dyn, Owen-Dyneto Corp.; N E, North East. *Nash.—Indicates twin ignition. *Bendix starter used. S—Startix equipped. ‡Startix optional equipment.

Clutch—Borg, Borg & Beck; Br-L, Brown-Lipe; Rock, Rockford Machine; Long, Long Clutch Company; Rus, Russell Mfg. Co. *Bendix Clutch Control.

Transmission Make—D, Detroit Gear; WG, Warner Gear Company; M, Muncie Gear Company; O, Own; N, New Process Gear Corp.; W, Warner Corp. *Franklin Transcontinent models are equipped with both Warner and Detroit 3 or 4 speed gear sets, according to body type.

Transmission Type—DG, Detroit Gear & Machine Co.; LGS, The LGS Corp.; F, Free Wheeling; SM, Synchro Mesh; BW, Borg-Warner; NP—New Process Gear Corp.; WG, Warner Gear Co.; SHG, Synchronized Herringbone Gear.

Universals—U, Detroit Universal Products; S, Spicer Mfg. Corp.; O, Own, M, Mechanics Universal Joint Company. *Cord using Detroit Universal Products and Mechanical Universal Joint Co.

Rear Axle—Col, Columbia; Sal, Salisbury; Spic, Spicer Mfg. Corp.; Tim, Timken; N.P., New Process Gear Corp.; ⅛, Semi-floating; ¾, ¾ floating; F, Full floating; ‡Adams used on custom models.

Ratio—*Dual ratio optional; Hudson 132-in. wheel base models have rear axle ratio of 5.10.

Brakes—H, hydraulic; M, mechanical; Bendix, Bendix Brake Corp. *Equipped with Vacuum Booster.

Steering Gear—Gem, Gemmer; Ross, Ross Gear and Tool Company; Sag, Saginaw. Sy-B, Saylor-Beall Manufacturing Company; War, Warner; N.P., New Process Gear Corp. †Ross used on custom models.

Rear Springs—S, semi-elliptic; El, full elliptic; Cant, semi-cantilever; S-Tr, semi-transverse.

Spring Shackles—Tryon, Willys-Morrow Company; Rub B, Rubber Shock Insulator Company; Faf, Fafnir Bearing Company; ERS, Eaton Products, Inc.; Inlox—Inland Mfg. Co.; *Tryon, front, ERS, rear. *Own, front, ERS, rear. **Using both Rubber-B and Fafnir.

Chassis Lubricator—Alem, Alemite; Al-Z, Alemite Zerk; Bijur, Bijur Lubricating Corp.; Far, Farval. Myers—Chassis Lubricating Co.

Tires—Auburn 8 custom models equipped with 17x6.00. *Hudson 132-in. wheel base models equipped with tires 17x6.50. Stutz 145-inch wheelbase models have 20x7.00 tires

CRUDE OIL PRODUCTION SLIGHTLY OFF IN WEEK

New York, June 1.—The American Petroleum Institute estimates that the daily average gross crude oil production in the United States for the week ended May 28, 1932, was 2,169,400 barrels, as compared with 2,225,350 barrels for the preceding week, a decrease of 55,950 barrels. The daily average production east of California was 1,679,700 barrels, as compared with 1,721,850 barrels, a decrease of 42,150 barrels.

Imports of petroleum (crude and refined oils) at the principal United States ports for the week ended May 28 totaled 1,740,000 barrels, a daily average of 248,571 barrels, compared with 1,712,000 barrels, a daily average of 244,571 barrels for the week ended May 21, and a daily average of 255,786 barrels for the four weeks ended May 28.

CLASSIFIED ADVERTISEMENTS IN THE AUTOMOTIVE DAILY NEWS BRING RESULTS

NEW PARTS STORE

Santa Barbara, Cal., June 1.—A new parts store has been opened at 539 State Street by Carl Atterberry and Hal Wells. It will operate as Atterberry-Wells Motor Shop. Atterberry has operated a parts store at San Luis Obispo and Wells was formerly with the Banta Company, Los Angeles, as Santa Barbara salesman.

R. P. PAGE, JR., HONORED

Philadelphia, June 1.—Robert P. Page, Jr., president of the Autocar Company, truck manufacturing company of Ardmore, Pa., has been elected a director of the Automobile Club of Philadelphia, local unit of the American Automobile Association, according to an announcement by Robert P. Hooper, president of the club.

J. F. KLUH DIES

Ridgway, Pa., June 1.—J. F. Kluh, veteran automobile dealer of this city, died in his home here following an illness of a year and a half, being 56 years of age at the time of his passing. He was manager of the Cadillac Car Sales Company of Ridgway at the time of his death.

N. Y. STATE A. A. PLANS TO FIGHT AGAINST "TRAPS"

(Continued from Page 1)

is for the purpose of compelling proper respect for the signals and in the interests of safety.

In the past, however, some villages have been unduly active in this direction, thousands of arrests for passing a red light have been made in a single summer season, and many thousands of dollars have been taken from the pockets of motorists. When one small village makes three or four times as many arrests for this type of violation as the average in large cities throughout the state the motor clubs feel that the law is being enforced for revenue rather than safety.

The usual practice of villages operating traffic lights for revenue rather than for purposes of safety has been to station the police officer in some place where he will be hidden from the visiting motorist. Cases have even been cited where a local decoy car has been used. The operator of the decoy car would drive into the intersection against the red light, thus leading the motorist in his rear to attempt the same violation. Also in towns which seek to make money out of the motorist, there has been a conspicuous absence of proper warning signs located at some distance from the traffic signals on each side.

Another revenue producing practice followed by some villages has been to require the unfortunate motorist to put up a fairly large sum of money for bail, and then suggest to him that he forfeit the bail rather than appear in court on the next day or at some future time. Thus many a $10 to $25 bail forfeiture has been procured where the fine would ordinarily have been but $5.

Under a law passed at the last session of the Legislature, all such forfeitures, whether for violations of village ordinances or not, must be turned into the village treasury and no village is permitted to return out of motor vehicle fines and forfeitures thus collected, more money than shall amount to $1 for each inhabitant of the village. All excess money must be turned over to the state. It is believed that this new law will put a stop to the practice of advising motorists to forfeit bail rather than return and face trial.

SEE 4% DECREASE IN CARS ON ROADS DURING THIS YEAR

(Continued from Page 1)

mand over the same period in 1931 is estimated to be 17,557,000 barrels, or 5.4 per cent., while the indicated decrease in export demand is estimated at 4,832,000 barrels or 14.1 per cent. This indicates a total lessening demand for motor fuel of about 22,389,000 barrels, or 6.2 per cent.

It is pointed out in the survey that the domestic demand for oil has been definitely downward for some time, this condition having been indicated even as early as the year 1929.

SAVOIA GETS BUDD SHOT WELDING RIGHTS

New York, June 1.—The Edward G. Budd Manufacturing Company announces that the rights to use its "shot weld" system of stainless steel construction in Italy and Spain have been secured by the Societa Idrovolanti Alta Italia "Savoia" of Milan, Italy. A thorough investigation of the structural efficiency of the system and the reliability of the welding method which has been developed by engineers of the Budd company was made by the Italian company.

The "shot weld" system will be applied to all Savoia-Marchetti planes, including the large twin-hulled types such as were flown in fleet formation across the South Atlantic last year. Immediate production will consist of twenty small four-place amphibians.

FINANCIAL NEWS

N. Y. RUBBER EXCHANGE ADOPTS AMENDMENTS

New York, June 1.—Members of the Rubber Exchange of New York yesterday adopted amendments and additions to the by-laws permitting the immediate trading in two new contracts, the No. 1B Standard and the B. The principal feature of both new contracts is that they provide, in the event the United States government levies a duty or tax on crude rubber imports, the delivery of rubber in bond in warehouse, or in bond on dock at New York. In all other respects the new contracts are similar to those now in use, namely, the No. 1 Standard and the New A.

Trading in the new forms is effective on the Rubber Exchange of New York at the start of business today. Trading and deliveries in the No. 1 Standard and the New A contracts will terminate, the membership has decided, in April, 1933.

CHICAGO YELLOW CAB

Chicago, June 1.—Chicago Yellow Cab Company, Inc., and subsidiaries reports for the quarter ended March 31, 1932, net profit of $275,539 after depreciation, Federal taxes, etc., equivalent to 69 cents a share on 400,000 no-par shares of stock. This compares with $408,300, or $1.02 a share, in the first quarter of 1931.

NOBLITT-SPARKS

Chicago, June 1.—The volume of business of Noblitt-Sparks Industries has shown substantial improvement during the past two months and indications are that June also will continue the upward trend, according to D. S. Lenfesty, treasurer. A large part of this increase is due to increased production of automobiles, he stated.

"April volume was approximately 75 per cent. greater than March and it looks now as if May should be almost 75 per cent. larger than April," Mr. Lenfesty said. "We also expect June to show an increase over May, although not of such substantial size.

"Because of this very rapid increase in volume it has been necessary that we work certain departments in our factory 24 hours a day 7 days a week. Other departments with the addition of greater employment have been able to take care of the increased volume with a comparatively small amount of overtime."

PACKARD ELECTRIC

New York, June 1.—Packard Electric has declared an initial liquidating dividend of one share of common stock of General Motors Corporation for each three shares of Packard Electric Company held. Payment of the dividend was due May 21.

U. S. RUBBER CO

Detroit, June 1.—Sales activities of United States Rubber Company's tire and mechanical goods department have been combined under the direction of L. M. Simpson. Mr. Simpson has been general sales manager of the tire department for the past three and one-half years.

CURRENT PRICES OF PASSENGER CAR MODELS

AUBURN—8-cyl. 127 W. B.
8-100 Standard Models

Business Coupe	945	5 Phaeton Sedan	1,195
5 2-dr. Brougham	995	Speedster	1,195
4 Full Sedan	1,045	7 Sedan (136 W. B.)	1,245
Cus. Type Cabri.	1,095		

AUBURN—8-cyl. 127 W. B.
Custom 8-100 Dual Ratio Models

Business Coupe	1,145	5 Phaeton Sedan	1,395
5 2-dr. Brough.	1,195	Speedster	1,395
4 Full Sedan	1,245	7 Sedan (136 W. B.)	1,445
Cus. Type Cabri.	1,295		

AUBURN—12-cyl. 133 W. B.
12-160 Standard Models

Business Coupe	1,445	Cus. Type Cabri	1,595
5 2-dr. Brough.	1,495	5 Phaeton Sedan	1,695
4 Full Sedan	1,545	Spedester	1,695

AUBURN—12-cyl. 133 W. B.
Custom 12-160 Dual Ratio Models

Business Coupe	1,645	Cus. Type Cabri	1,795
5 2-dr. Brough.	1,695	5 Phaeton Sedan	1,895
4 Full Sedan	1,745	Speedster	1,895

AUSTIN—4-cyl. 75 W. B.

Business Coupe	330	Runabout	395
4 Sedan	395	Standard Coupe	395

BUICK—8 cyl. 114 W. B.
Models 32-50

2 Business Coupe	935	4 Con. Cp. Rdst.	1,080
5 Sedan	995	5 Spec. Sedan	1,080
4 Spec. Coupe	1,040	5 Con. Phaeton	1,090
5 Vic. Coupe	1,060	5 Spt. Phaeton	1,155

BUICK—8-cyl. 118 W. B.
Models 32-60

2 Bus. Coupe	1,250	5 Sedan	1,310
4 Spec. Coupe	1,290	5 Con. Phaeton	1,310
4 Con. Cp. Rdst.	1,310	5 Spt. Phaeton	1,390

BUICK—8-cyl. 126 W. B.
Models 32-80

5 Vic. Trav. Cp.	1,540	5 Sedan	1,570

BUICK—8-cyl. 134 W. B.
Models 32-90

7 Spt. Phaeton	1,675	5 Club Sedan	1,820
4 C'try Club Cp.	1,740	5 Con. Phaeton	1,830
5 Vic. Coupe	1,785	7 Sedan	1,955
4 Con. Cp. Rdst.	1,805	7 Limousine	2,055
5 Sedan	1,805		

CADILLAC—V-8, Series 355 B. 134 W. B.
Fisher Bodies

2 Coupe	2,795	2 Roadster	2,895
5 Stan. Sedan	2,895	2 Con. Coupe	2,945

CADILLAC—V-8, Series 355 B. 140 W. B.
Fisher Bodies

5 Coupe	2,995	7 Sedan	3,145
5 Stan. Phaeton	2,995	5 Spt. Phaeton	3,245
5 Spec. Sedan	3,045	7 Imperial	3,295
3 Town Sedan	3,095	5 A. W. Phaeton	3,495
5 Spec. Phaeton	3,095		

CADILLAC—V-8, Series 355 B. 140 W. B.
Fleetwood Bodies

5 Sedan	3,395	5 Town Cabriol.	4,095
5 Town Coupe	3,395	7 Town Cabriol.	4,245
7 Sedan	3,545	7 Lim. Brough.	4,245
7 Limousine	3,745		

CADILLAC—V-12. Series 370 B. 134 W. B.
Fisher Bodies

2 Coupe	3,495	2 Roadster	3,595
5 Stan. Sedan	3,595	2 Con. Coupe	3,645

CADILLAC—V-12. Series 370 B. 140 W. B.
Fisher Bodies

5 Coupe	3,695	7 Sedan	3,845
5 Stan. Phaeton	3,695	5 Spt. Phaeton	3,945
5 Spec. Sedan	3,745	7 Imperial	3,995
5 Town Sedan	3,795	5 A. W. Phaeton	4,195
5 Spec. Phaeton	3,795		

CADILLAC—V-12. Series 370 B. 140 W. B.
Fleetwood Bodies

5 Sedan	4,095	5 Town Cabriol.	4,795
5 Town Coupe	4,095	7 Town Cabriol.	4,945
7 Sedan	4,245	7 Lim. Brough.	4,945
7 Limousine	4,445		

CADILLAC—V-16. Series 452 B. 143 W. B.
Fisher Bodies

2 Coupe	4,495	2 Roadster	4,595
5 Stan. Sedan	4,595	2 Con. Coupe	4,645

CADILLAC—V-16. Series 452 B. 149 W. B.
Fisher Bodies

5 Stan. Phaeton	4,695	5 Spt. Phaeton	4,945
5 Spec. Phaeton	4,795	5 A. W. Phaeton	5,195

CADILLAC—V-16. Series 452 B. 149 W. B.
Fleetwood Bodies

5 Sedan	5,095	5 Town Cabriol.	5,795
5 Town Coupe	5,095	7 Town Cabriol.	5,945
7 Sedan	5,245	7 Lim. Brough.	5,945
7 Limousine	5,445		

CHEVROLET—6-cyl. 109 W. B.

Roadster	445	De Luxe Coach	515
Sport Roadster	485	Sport Coupe	535
Standard Coupe	490	5 Coupe	575
Coupe (5 win.)	490	Sedan	590
Phaeton	495	Cabriolet	595
Coach	495	Special Sedan	615
De Luxe Coupe	510	Landau Phaeton	625

CHRYSLER—6-cyl. 116 W. B.

2 Business Coupe (5 wire or wood wheels)	865	5 Sedan (5 wire or wood wheels)	895
2-4 Roadster (R.S.) (5 wire or wood wheels)	885	5 Phaeton (5 wire wheels)	915
2-4 Coupe R.S.) (5 wire or wood wheels)	885	2-4 Con. Coupe (R.S.) (5 wire or wood wheels)	935
		5 Con. Sedan (6 wire or wood wheels)	1,125

CHRYSLER—8-cyl. 125 W. B.

2-4 Coupe (R.S.) (5 wire or wood wheels)	1,435	2-4 Con. Coupe (R.S.) (5 wire or wood wheels)	1,495
5 Coupe (5 wire or wood wheels)	1,475	5 Con. Sedan (6 wire or wood wheels)	1,695
5 Sedan (5 wire or wood wheels)	1,475		

CHRYSLER IMPERIAL—8-cyl. 135 W. B.

2-4 Coupe (R.S.) (5 wire or wood wheels)	1,925	5 Con. Sedan (6 wire or wood wheels)	2,195
5 Sedan (5 wire or wood wheels)	1,945		

CHRYSLER IMPERIAL—8-cyl. 146 W. B.
Custom Models

5 Cl. Cpld. Sedan (6 wire or wood wheels)	2,895	7 Sedan Limousine (6 wire or wood wheels)	3,295
7 Sedan (6 wire or wood wheels)	2,995	5 Phaeton (6 wire or wood wheels)	3,395
2-4 Con. Coupe Roadster (6 wire or wood wheels)	3,295	5 Con. Sedan (6 wire or wood wheels)	3,595

CORD—8-cyl. 127½ W. B.

Sedan	2,395	Cabriolet	2,495
Brougham	2,395	Phaeton Sedan	2,595

DE SOTO—6-cyl. 113 W. B.
Standard Models

2 Bus. Roadster	675	4 Coupe (R. S.)	735
2 Bus. Coupe	695	5 Sedan	775
5 Brougham	695	5 Phaeton	775

DE SOTO—6-cyl. 113 W. B.
Custom Models

4 Roadster	775	2-4 Con. Coupe	845
Custom Coupe	790	5 Con Sedan	975
5 Sedan	835		

DE VAUX—6-cyl. 114 W. B.

2 Coupe	725	Custom Coupe (R. S.)	845
Standard Coupe (R. S.)	775	Custom Sedan	845
Standard Sedan	775	Con. Cus. Coupe	895

DODGE—6-cyl. 114½ W. B.
D. L. Models

2 Business Coupe (5 wire or wood wheels, R. M.)	795	5 Sedan (5 wire wheels, 1 F. W.)	859.50
2 Business Coupe (5 wire or wood wheels, 1 F. W.)	809.50	2-4 Coupe (R.S.) 6 wire or wood wheels, 2 F.W.)	865
2 Business Coupe (6 wire wheels, 2 F. W.)	825	5 Sedan (6 Dem. wood wheels, 2 F. W.)	875
2-4 Coupe (R.S.) 5 wire or wood wheels, R. M.)	835	5 Sedan (6 wire wheels, 2 F.W.)	875
5 Sedan (5 Dem. wood wheels, R. M.)	845	5 Sedan 5 disc wheels, R. M.)	885
5 Sedan (5 wire wheels, R.M.)	845	2-4 Con. Coupe (5 wire or wood wheels, R. M.)	895
		2-4 Con. Coupe (6 wire or wood wheels, 2 F.W.)	925

DODGE—8-cyl. 122 W. B.
D. K. Models

2-4 Coupe R.S.) (5 wood or wire wheels, R.M.)	1,115	5 Sedan 6 Dem. wood wheels, 2 F. W.)	1,180
5 Sedan (5 Dem. wood wheels, R. M.)	1,145	5 Sedan (6 wire wheels, 2 F.W.)	1,180
5 Sedan (5wire wheels, R.M.)	1,145	5 Coupe (6 wire or wood wheels, 2 F. W.)	1,180
5 Coupe (5 wire wheels, R.M.)	1,145	2-4 Con Coupe (6 wire or wood wheels, 2 F. W.)	1,220
2-4 Coupe (R.S.) (6 wire or wood wheels, 2 F. W.)	1,150	5 Con. Sedan	1,395

ESSEX—6-cyl. 113 W. B.
Standard Series

2 Business Coupe	660	5 2-dr. Sedan (3 windows)	735
5 Coach	665		
4 Coupe	705		

FORD—V-8. 106 W. B.

Roadster	460	De Luxe Coupe	525
Coupe	490	Fordor Sedan	590
Phaeton	495	Victoria	600
Tudor Sedan	500	Cabriolet	610
De L. Roadster	500	De Luxe Fordor Sedan	645
Sport Coupe	535	Con. Sedan	650
De L. Phaeton	545		
De Luxe Tudor Sedan	550		

FORD—4-cyl. 106 W. B.

Roadster	410	Le Luxe Coupe	525
Coupe	440	Fordor Sedan	540
Phaeton	445	Victoria	550
Tudor Sedan	450	Cabriolet	560
De L. Roadster	450	De Luxe Fordor Sedan	595
Sport Coupe	485	Con. Sedan	600
De L. Phaeton	495		
De Luxe Tudor Sedan	500		

FRANKLIN—6-cyl. 132 W. B.
Supercharged Airman

5 Sedan	2,345	Vic. Brougham	2,445
Coupe	2,345	7 Sedan	2,545
Con. Coupe	2,390	Speedster	
Club Brougham	2,395	wire wheels)	2,545
Oxford Sedan	2,395	Limousine	2,695

FRANKLIN—12-cyl. 144 W. B.

5 Sedan	3,885	7 Sedan	3,985
Club Brougham	3,885	7 Limousine	4,185

GRAHAM—6-cyl. 113 W. B.

Town Sedan	765	Sedan	795

GRAHAM—8-cyl. 123 W. B.
Standard

2 Coupe	1,095	4 Coupe (R.S.)	1,145
5 Sedan	1,145		

GRAHAM—8-cyl. 123 W. B.
De Luxe

2 Coupe	1,170	4 Coupe (R.S.)	1,220
5 Sedan	1,220	4 Con. Coupe	1,270

HUDSON—8-cyl. 119 W. B.
Standard Series

Business Coupe	995	Standard Sedan	1,095
Coach	1,025	Special Coupe	1,115
4 Coupe	1,045	Con. Coupe	1195
Town Sedan	1,050		

HUDSON—8-cyl. 126 W. B.
Sterling Series

Sur. Sedan	1,275	Special Sedan	1,295

HUDSON—8-cyl. 132 W. B.
Major Series

Touring Sedan	1,445	Club Sedan	1,495
Brougham	1,495	7 Sedan	1,595

HUPMOBILE—216. 6-cyl. 116 W. B.

5 Phaeton	795	Com. Coupe	895
4 Roadster	795	5 Sedan	895
4 Con. Cabriolet	895		

HUPMOBILE—222. 8-cyl. 122 W. B.

2 Coupe (R.S.)	1,295	5 Victoria	1,360
5 Sedan	1,295	5 Cab. Roadster	1,395

HUPMOBILE—226. 8-cyl. 126 W. B.

2 Coupe (R.S.)	1,595	5 Victoria	1,660
5 Sedan	1,595	2 Cabriolet Road.	1,695

LA SALLE—V-8. Series 345 B. 130 W. B.
Fisher Bodies

2 Coupe	2,395	2 Con. Coupe	2,545
5 Sedan	2,495	5 Town Coupe	2,545

LA SALLE—V-8. Series 345 B. 136 W. B.
Fisher Bodies

5 Town Sedan	2,645	7 Imperial	2,795
7 Sedan	2,645		

LINCOLN—8-cyl. 136 W. B.
Standard Models

2 Roadster	2,900	2 Coupe	3,200
4 Phaeton	3,000	5 Victoria	3,200
Town Sedan (2 win.)	3,100	7 Sedan	3,300
5 Sedan	3,200	7 Limousine	3,350

LINCOLN—12-cyl. 145 W. B.
Standard Models

4 Spt. Phaeton	4,300	4 Spt. Phae. (Tonneau cowl)	4,500
7 Spt. Touring	4,300	5 Sedan	4,600
5 Coupe	4,400	7 Sedan	4,700
4 Town Sedan (2 or 3 win.)	4,500	7 Limousine	4,900

LINCOLN—12-cyl. 145 W. B.
Custom Models

2 Con. Road. (R.S.) Le Baron	4,600	5 Con. Sedan Dietrich	6,400
2 Coupe (Dietrich)	5,000	5 Spt. Berline, Dietrich	6,500
2 Coupe, Judkins	5,100	2 Spt. Roadster, Murphy	6,800
2 Coupe (R.S.) Dietrich	5,150	7 Brougham, Brunn	7,000
2 Coupe (R.S.) Judkins	5,350	Town Brougham, Willoughby	7,100
5 Berline, Judkins	5,700	5 Cabriolet (N. C. or S. C.) Brunn	7,200
7 Limousine, Willoughby	5,900	5 Town Cabriolet Le Baron	7,400
5 Con. Victoria, Waterhouse	5,900		

MARMON—8-125. 125 W. B.
Standard Models

5 Sedan (5 wire wheels)	1,395	2 Con. Coupe (5 wire wheels)	1,445
2 Coupe (R. S.) (5 wire wheels)	1,395		

MARMON—8-125. 125 W. B.
De Luxe Models

5 Sedan (6 wire wheels)	1,545	2 Con. Coupe (6 wire wheels)	1,595
2 Coupe (R.S.) (6 wire wheels)	1,545		

MARMON—16-Cyl. 145 W. B.

5 Sedan	5,700	2 Con. Coupe	5,850
2 Coupe (R. S.)	5,700	7 Sedan	5,900
5 2-dr. Coupe	5,800	5 Con. Sedan	5,950
5 Cl Cpl. Sedan	5,800	7 Limousine	6,100

NASH—6-cyl. 116. W. B.
Big Six Models

2 Coupe	777	5 4-dr. Sedan	840
5 4-dr. Town Sedan	825	5 2-dr. Con. Sedan	935
4 Coupe	825	4 Con. Roadster	895

NASH—8-cyl. 121 W. B.
Standard Eight Models

2 Coupe	965	5 4-dr. Sedan	1,015
5 4-dr. Town Sedan	975	4 Con. Roadster	1,055
4 Coupe	1,015	5 2-dr. Con. Sedan	1,095

NASH—8-cyl. 128 W. B.
Special Twin Ignition Eight Models

2 Coupe	1,270	5 4-dr. Sedan	1,320
4 Coupe	1,320	5 Victoria	1,395
4 Con. Road	1,395	5 4-dr. Con Sedan	1,475

NASH—8-cyl. 133 W. B.
Advanced Twin Ignition Eight Models

5 4-dr. Sedan	1,595	5 Victoria	1,785
4 Coupe	1,695	5 4 dr. Con. Sedan	1,875
4 Con. Roadster	1,795		

NASH—8-cyl. 142 W. B.
Ambassador Twin Ignition Eight Models

5 4-dr. Sedan	1,855	7 Limousine	2,055
5 4dr. Brough	1,855	7 Sedan	1,955

OLDSMOBILE—6-cyl. 116½ W. B.
F-32 Models

2 dr. Sedan	875	4 dr. Sedan	955
Bus Coupe	875	Con Roadster	955
Sport Coupe	925	Patrician Sedan	990

OLDSMOBILE—8-cyl. 116½ W. B.
L-32 Models

2 dr. Sedan	975	4 dr. Sedan	1,055
Bus. Coupe	975	Con. Roadster	1,055
Sport Coupe	1,025	Patrician Sedan	1,090

PACKARD—8-cyl. 128 W. B.
Light Eight

5 Sedan	1,750	2-4 Coupe Road.	1,795
5 Coupe Sedan	1,795	2-4 Coupe	1,795

PACKARD—8-cyl. 130 W. B.
Standard Eight

5 Sedan			2,250

PACKARD—8-cyl. 137 W. B.
(Standard Eight

7 Touring	2,500	5 Club Sedan	2,775
2-4 Coupe	2,595	7 Sedan	2,835
5 Phaeton	2,650	5 Spt. Phaeton	2,950
2-4 Coupe Road.	2,650	7 Sedan Limou.	2,985
5 Sedan	2,685	5 Con. Victoria	3,195
5 Coupe	2,745	5 Con. Sedan	3,250

PACKARD—8-cyl. 142 W. B.
De Luxe Eight

2-4 Coupe	3,150	7 Touring	3,395
5 Sedan	3,245	5 Club Sedan	3,395
2-4 Coupe Road.	3,250	5 Spt. Phaeton	3,590
5 Phaeton	3,290	5 Con. Victoria	3,825
5 Coupe	3,350	5 Con. Sedan	3,895

PACKARD—8-cyl. 147 W. B.
De Luxe Eight

7 Sedan	3,495	7 Sedan Limou	3,695

PACKARD—Twin Six. 142 W. B.

2-4 Coupe	3,650	5 Club Sedan	3,895
5 Sedan	3,745	7 Touring	3,895
2-4 Coupe Road.	3,750	5 Spt. Phaeton	4,090
5 Phaeton	3,790	5 Con. Victoria	4,325
5 Coupe	3,850	5 Con. Sedan	4,395

(Recent price changes in bold face)

PACKARD—Twin Six. 147 W. B.

7 Sedan	3,995	7 Sedan Limou	4,195

PACKARD—8-cyl. 142-147 W. B.
Le Luxe Custom Models

Spt. Phaeton (Dietrich)	5,500	Sedan Limou	6,550
Stationary Coupe (Dietrich)	5,600	A. W. Brougham	6,550
Con. Roadster (Dietrich)	5,750	Sport Sedan	6,550
Con. Victoria (Dietrich)	5,850	Cebriolet Sedan Limousine	6,550
Con. Sedan (Dietrich)	5,950	A. W. Town Car	6,550
A. W. Sport Cabriolet	6,550	A. W. Cabriolet	6,550
		A. W. Town Car Landaulet	6,950
		A. W. Landaulet	6,950
		A. W. Sport Landaulet	6,950

PACKARD—Twin Six. 142-147 W. B.
Custom Models

Sport Phaeton (Dietrich)	6,000	Con. Sedan (Dietrich)	6,450
Stationary Coupe (Dietrich)	6,100	A. W. Town Car	7,050
Con. Roadster (Dietrich)	6,250	A. W. Cabriolet	7,050
Con. Victoria (Dietrich)	6,350	A. W. Town Car Landaulet	7,450
		A. W. Landaulet	7,450

PEERLESS—8-cyl. 125 W. B.
De Luxe Master

5 Sedan	2,320	Club Sedan	2,370
2 Coupe	2,320	Cabriolet	2,430

PEERLESS—8-cyl. 138 W. B.
De Luxe Custom

5 Sedan	2,985	7 Sedan	3,135
5 Club Sedan	3,035	7 Limousine	3,335

PIERCE ARROW—54. 137 W. B.

5 Club Brougham	2,850	5 Club Sedan	3,150
5 Sedan	2,985	5 Tourer	3,150
4 Coupe	2,985	5 Club Berline	3,350
4 Con. Coupe Roadster	3,100	5 Spt. Phaeton	3,350
		5 Con. Sedan	3,450

PIERCE ARROW—54. 142 W. B.

7 Sedan	3,185	7 En. Dr. Limousine	3,450
7 Tourer	3,450		

PIERCE ARROW—53. 137 W. B.

5 Club Brougham	3,650	5 Club Sedan	3,950
5 Sedan	3,785	5 Tourer	3,950
4 Coupe	3,785	5 Club Berline	4,150
4 Con. Coupe Roadster	3,900	5 Spt. Phaeton	4,150
		5 Con. Sedan	4,250

PIERCE ARROW—53. 142 W. B.

7 Sedan	3,985	7 En. Dr. Limousine	4,250
7 Tourer	4,250		

PIERCE ARROW—52. 142 W. B.

5 Sedan	4,295	5 Club Berline	4,600
5 Club Sedan	4,400		

PIERCE ARROW—52. 147 W. B.

7 Sedan	4,535	7 En. Dr. Limousine	4,800

PIERCE ARROW—51. 147 W. B.
Custom Models

Con. Victoria (Le Baron)	5,200	En. Dr. Limousine (Le Baron)	6,200
Coupe (Le Baron) (metal back)	5,300	Town Brougham (Brunn)	6,700
Coupe (Le Baron) (leather back)	5,600	Town Car (Brunn)	6,700
Club Sedan (Le Baron)	5,700	Town Cabriolet (Brunn)	7,200
Con. Sedan (Le Baron)	5,700	En. Dr. Lim. Brougham (Brunn)	7,200
Con. Sedan (Le Baron)	6,100		

PLYMOUTH—4-cyl. 112 W. B.

Bus. Roadster	495	4-dr. 3 win. Sedan	635
Bus. Coupe	565	Con. Coupe	645
Spt. Roadster (R. S.)	595	7 Sedan (121-in. W. B.)	725
Spt. Phaeton	595	Con. Sedan	785
Coupe (R. S.)	610		

PLYMOUTH—4-cyl. *170 O. A.
Thrift Models

5 2-dr. Sedan	495	5 4-dr. Sedan	575

PONTIAC—6-cyl. 114 W. B.

2 Stan. Coupe	635	5 4-dr. Sedan	725
5 2-dr. Sedan	645	2 Con. Coupe	765
4 Coupe (R.S.)	715	5 Custom Sedan	795

PONTIAC—V-8. 117 W. B.

2 Stan. Coupe	845	Con. Coupe	945
2 Dr. Sedan	845	4 Dr. Sedan	945
4 Coupe (R.S.)	925	Custom Sedan	1,025

REO—MODEL S—117 W. B.
Flying Cloud

5 Stan. Sedan	995	Stan. Convertible Coupe	995
Coupe	995		1,045

REO—8-25. 8-cyl. 125 W. B.
De Luxe Master

Coupe	1,565	Sedan	1,565
Victoria	1,565		

REO ROYALE—8-cyl. 131 W. B.

Sedan Victoria	1,785	Coupe	1,785

REO ROYALE—8-cyl. 135 W. B.
Custom Models

Sedan	2,445	Con. Coupe	2,445
Coupe	2,445		

ROCKNE—6-65. 6-cyl. 110 W. B.
Standard Models

2 Coupe	585	5 Sedan	633
Coach	595	Conv. Roadster	675
4 Coupe	620	Conv. Sedan	695

ROCKNE—6-65. 6-cyl. 110 W. B.
De Luxe Models

2 Coupe	630	5 Sedan	680
Coach	640	Conv. Roadster	720
4 Coupe	665	Conv. Sedan	740

ROCKNE—6-75. 6-cyl. 114 W. B.
Standard Models

2 Coupe	685	Conv. Roadster	775
4 Coupe	720	Conv. Sedan	795
5 Sedan	735		

ROCKNE—6-75. 6-cyl. 114 W. B.
De Luxe Models

2 Coupe	730	Conv. Roadster	820
4 Coupe	765	Conv. Sedan	840
5 Sedan	780		

STUDEBAKER—6-cyl. 117 W. B.

2 Coupe	840	4 Regal Coupe	995
4 Coupe	890	5 Regal St. Regis Brougham	1,020
5 St. Regis Brougham	915	5 Regal Sedan	1,020
5 Sedan	915	4 Regal Con. Roadster	1,020
4 Con. Roadster	915	2 Regal Coupe	945
5 Con. Sedan	985	5 Regal Con. Sedan	1,090

STUDEBAKER—8-cyl. 117 W. B.
Dictator Models

2 Coupe	980	4 Regal Coupe	1,135
4 Coupe	1,030	5 Regal St. Regis Brougham	1,155
5 St. Regis Brougham	1,050	5 Regal Sedan	1,155
5 Sedan	1,050	4 Regal Con. Roadster	1,155
4 Con. Roadstr.	1,050	5 Regal Con. Sedan	1,230
2 Regal Coupe	1,085		
5 Con. Sedan	1,125		

STUDEBAKER—8-cyl. 125 W. B.
Commander Models

4 Coupe	1,350	5 Regal Sedan	1,550
4 Con. Roadstr.	1,445	4 Regal Con. Roadster	1,550
5 Sedan	1,445	5 Con. Sedan	1,560
5 St. Regis Brougham	1,445	5 Regal Con. Sedan	1,665
4 Regal Coupe	1,455		
5 Regal St. Regis Brougham	1,550		

STUDEBAKER—8-cyl. 135 W. B.
President Models

4 Coupe	1,690	4 State Con. Roadster	1,855
5 St. Regis Brougham	1,750	5 Con. Sedan	1,880
5 Sedan	1,750	7 Sedan	1,890
4 Con. Roadstr.	1,750	5 State Con. Sedan	1,985
4 State Coupe	1,795	7 Limousine	1,990
5 State St. Regis Brougham	1,855	7 State Sedan	1,995
5 State Sedan	1,855	7 State Limous	2,095

STUTZ—6 cyl. 127½ W. B.
LAA Series

5 Coupe	1,895	Club Sedan	1,895
5 Sedan	1,895	Cab. Coupe	2,185
2 Coupe